Know Your Job!

NATIONAL DAIRY Sealtest PRODUCTS CORP.

A FOUNTAIN MANUAL OF SERVICE, OPERATION AND TECHNIQUE

Sealtest ICE CREAM

SALES ENGINEERING DEPARTMENT
GENERAL ICE CREAM CORPORATION

FOUNTAIN CLEANING SCHEDULE

DAILY

Fill syrup crocks and hot fudge.
Stock napkins, sugar, straws, salt and pepper.
Make up sandwich fills.

Clean the 12 danger points:

1. Syrup pump lips
2. Draft arm nozzles
3. Draft tray
4. Dipper well
5. Glass rinser
6. Hot fudge crock
7. Mixer blade and mixer
8. Ice cream hole covers
9. Counter
10. Empty garbage and clean
11. Sweep in front of stools
12. Wash over all exposed parts of fountain with hot water and soap.

And then each day do one special job, e.g.

MONDAY

Scour all the exposed parts of fountain and back bar with a good cleaning agent. Move all glasses, toasters, etc.

TUESDAY

Carefully wash the mirror and change the advertising.

WEDNESDAY

Empty and scald all syrup crocks, including the hot fudge.

THURSDAY

Empty and wash bottle compartment in the fountain and the back bar and under the cold food unit.

FRIDAY

Clean down the walls and swab out the bottoms of the ice cream holes one week. The next Friday drain and clean the water bath.

SATURDAY

Scour the garbage pail and clean out, in and around the place where it is set.

HINTS ON CLEANING

1. Lava soap for exposed surfaces: sinks, disher wells, rinses, drip pans, counters, fountain top.
2. Soda water for mirrors—polish with napkin.
3. Dampen cloth with phosphate, dip in salt and scour scoops, rinse in hot water.
4. Mineral paste for draft arms—unless stainless steel.
5. Washing paint—wash up, semi-dry sponge in warm sudsy water.
6. Removing grease—ammonia and water (2 teaspoons to quart) or Soilex.

B. Czaszynski

WHAT'S AHEAD FOR YOU?

THE tremendous growth and importance of the soda fountain establishment in American national life provides a steady job opportunity for you men and women who have a genuine liking for people and enjoy selling food and service.

Obviously, the fountain field has attraction for you, otherwise you would not be reading this booklet. You may be interested to know that there are over 120,000 soda fountains in this country. A quick fountain snack is a firmly established custom, and the soda fountain is a daily and necessary port of call for millions of people. In your own community, the soda fountain is, as elsewhere, the most convenient, informal and busiest gathering place to be found.

Whether you sell at a fountain in a drug, confectionery or department store, airport, bus or railway station, club, hotel, factory, army or naval base, there are certain procedures, that when followed, will help you get ahead.

Sealtest has outlined specific on the job sales and service practices in the following pages to help point out the path you should follow to insure smooth and efficient sailing. Study each page of this Sealtest manual carefully, and keep it handy for daily reference.

OPPORTUNITIES AHEAD

Your prosperity and advancement in this field depends upon the prosperity of your organization as a whole and your application on the job. Your job can lead to the supervisory and managerial activities of fountain operation. There you will gain first hand experience in developing business—producing ideas and have an opportunity to exercise your native insight, imagination, ingenuity and sales ability. Or you may ambitiously elect to study the business from all angles and save toward the day when you can establish your own fountain enterprise. In any event if you intend to succeed in this work, as in any other job, it requires application, attention and study. Otherwise, a haphazard and aimless attitude on the job is sure to spell failure from the start.

MEASURING JOB SKILL

Many employers measure job skill by the quickness and carefulness with which the salesperson works. Some people work quickly, but their carelessness, noisiness, wastefulness, more than offsets this ability. So show carefulness by writing orders correctly, calling your orders calmly, without shouting, assembling orders properly without the mistakes of haste. Carefulness can also be shown in handling equipment, conserving supplies, following directions to the letter and working quietly.

This business you're in—this business of fountain selling and service is part of the largest and most essential industry in the country—the food industry. Your future in it can be great, depending on your own willingness to observe, study, learn and master the knack of satisfying the public and getting along harmoniously and peaceably with the members of your organization.

Sealtest bids you welcome to the industry and hopes this manual will be a real aid in helping you to become familiar with soda fountain preparation, selling and customer service, and in making your new work smoother and easier for you.

GOOD LUCK!

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YOUR BEST FOOT FORWARD!

IN the eyes of your customer you represent the wholesomeness, cleanliness and appetizing appeal of the ice cream you are serving and selling—Sealtest Ice Cream. Sealtest ice cream and dairy products are made to satisfy the highest standards of purity and quality.

Scrupulous personal cleanliness is not only an important part of a pleasing personality but it affects your rating on the job and possible promotion. Cleanliness is also a specific requirement demanded of food handlers by every local and state board of health for the protection of the public. In many communities it is required that all food handlers undergo a physical examination and secure a certificate showing freedom from communicable diseases. Common sense dictates this rule.

You're On Parade!

Have you ever realized that the average customer spends from five to fifteen minutes across that counter? In this time, he takes in the whole picture of YOU—the way you look, the way you act, the way you talk, and the way you work. You can readily see why your personal appearance, your voice, speech, manners, conduct and working habits are involved in the success you may have in this field.

HERE'S HOW TO QUALIFY:

Bathe daily. Wear fresh underclothing. Immaculate cleanliness is the first requirement. Body deodorants should be used regularly.

Comb and brush hair neatly. Head bands or hair nets should be worn on duty by feminine workers to keep those wayward wisps of hair in place. Shoulder-length hair styles are impractical for sanitary reasons.

For that pleasing smile brush teeth thoroughly. Two assets, an attractive smile and an inoffensive breath depend in part on teeth that are kept clean.

Wear run-free, full length hosiery with seams straight and comfortable low-heeled, polished shoes.

Don't wear conspicuous jewelry. It does not go with uniforms and interferes with your work.

Fingernails should be clean, well trimmed and shaped. Use a nail brush to clean cuticle and nails thoroughly. Never use extreme colored nail polishes. A light tint or natural colored polish is preferable.

Avoid excessive use of lipstick and rouge. Use make-up moderately. Strongly scented soaps and perfumes are objectionable—avoid them.

Male employees should be sure to keep well shaven.

Male employees should avoid wearing open-necked or polo shirts behind the fountain. A conventional white shirt and dark tie should be worn under a uniform jacket or coat.

Looks count so stand erect with the head up, the back straight, and the weight balanced evenly on the feet. Good posture is an indication of personal pride and self reliance.

Check off and follow this list of reminders—study the illustrations before going on duty—don't trust to memory. The customer, on whom so much the life of your store and your own personal success depend, gets his good impression of your fountain, largely on your trim appearance, poise and efficiency—so dress and act the part.

WRONG

Wear spotless, well-pressed uniforms and aprons. They are associated in your customers' minds with efficient and sanitary food handling. ⟶

RIGHT

YOURS' IS A BIG PART!

NO matter how many duties claim your attention—it is important that your manner be pleasant, courteous, poised and efficient. Calmness under pressure and cool-headedness are absolutely vital to your new occupation. Be on the alert at all times—you are on daily parade.

Each day certain fountain salespeople are building their own good reputation for courtesy and friendliness—helping to increase their following of enthusiastic customers—through the gracious gestures every one of us appreciate, specifically, a pleasant tone of voice, a smile, a courteous greeting and civil replies to a customer's question.

And, of course, still others are killing off their own and their store's good will through surliness, indifference, or inefficient service.

Pleasing Attitude a Prime Asset

No matter how excellent the refreshments which are prepared and served—no matter how modern the fountain setting or personally attractive the sales people—if their attitude stirs up displeasure the customer simply takes his trade elsewhere.

All of us are more sensitive to the "little things" than most of us would admit. Just one little oversight, unimportant as it may seem at the time; one short, impatient remark, one little act of discourtesy such as ignoring a request for a glass of water may result in enough customer displeasure to prompt him to think twice before returning to your fountain again.

Courtesy and Consideration

A pleasant facial expression and voice is an essential part of your personal appearance. We are all stimulated by a cheerful manner—be friendly.

Practice the art of moving briskly, gracefully and with care. The importance of correct posture cannot be overemphasized.

Be careful in addressing patrons—familiar salutations such as "honey" or "dearie" stir up displeasure. Avoid smoking, gum chewing, reading of newspapers while on duty.

Coughing, sneezing or expectorating behind the counter or in the presence of customers is distasteful, be careful not to offend.

All such personal needs, i.e., picking at face or head, scratching body, adjusting clothes, combing hair, should be attended to in privacy—not in public.

Be attentive when taking the order. Always graciously suggest when customer is indecisive.

Wrangling with fellow employees in presence of customers has no place in a well-conducted fountain, neither has horseplay.

Never hand hot or cold plates directly to customer. Place it on counter top. Always warn customer of hot, scorching plate.

Offer an ash tray for the customer who wishes to smoke.

Be careful of handling food, money or check with damp hands. Never toss change into a pool of water on counter-top—hand it directly to customer.

Be careful not to interrupt customers in conversation with friends.

Always inquire whether customer has finished before taking dishes away to avoid hint of a rush act.

. . . YOURS' IS A BIG PART!

Avoid discussions of a political or argumentative nature. The soda fountain is strictly a refreshment center, not a background for debates on war and politics.

Be courteous and respectful to guests at all times. Familiarity is not necessary. Long conversations interfere with service to other customers.

Don't discriminate in serving tipping and non-tipping guests.

Avoid loud shouting of orders—loud talking and joking with fellow workers or customers.

Change unsatisfactory orders cheerfully no matter how busy you are. When it's a question of service, "The customer is always right." If a refund is necessary call your manager—don't argue!

In short, if you observe carefully the reaction of customers to your service—your own intuition and good judgment will help you avoid those unthinking behavior errors that we all regret afterward.

Equally as important as the picture you present to the public is your attitude on the job. To win the recognition of management it is imperative that you maintain an interest in your work, display initiative, observe the rules and regulations of the establishment and be capable, honest, dependable and loyal. It is through your efforts that the reputation of your store and the fountain is built.

Fair Play — Teamwork

Teamwork implies mutual helpfulness. One cannot expect to receive help unless he or she is also willing to lend a hand

Fountain selling and service also requires harmonious teamwork with fellow employees. A friendly but businesslike relationship with other workers is essential to your success and enjoyment of your work. Convince your fellow workers of your desire to cooperate! Here are a few specific ways to avoid friction and misunderstanding.

In rush hours or other hectic periods, a helpful fellow employee can save the day for you by assisting in clearing off table or counter or even taking orders of extra customers when you already have as many as you can handle. There your courtesy to your friend in need must be shown by "please", and sincere evidence of your willingness to do as much for him in a similar situation. One cannot expect to receive help unless willing to give help, in turn. In fountain work as elsewhere, life must be give and take.

Avoid whispering, laughing or exchanging knowing glances with one employee in the presence of others, who may think that they are being ridiculed. It is wise in any kind of job to avoid joining cliques and favoring certain individuals. Keep on the same level of friendliness with all. Be careful to avoid slighting remarks about the appearance or behavior of another. Be tolerant of the manner and habits of others.

When crossing fellow workers' paths, or accidentally bumping into them, be sure to politely excuse yourself.

Be conscientious about waiting your turn wherever necessary. Pushing ahead of someone else who got there first, or taking orders set up for others, will only work antagonism against you.

Help others voluntarily when you have completed your own duties. If a fellow worker is delayed in taking an order, help him out by taking and filling the order, and then turn it over to him to serve.

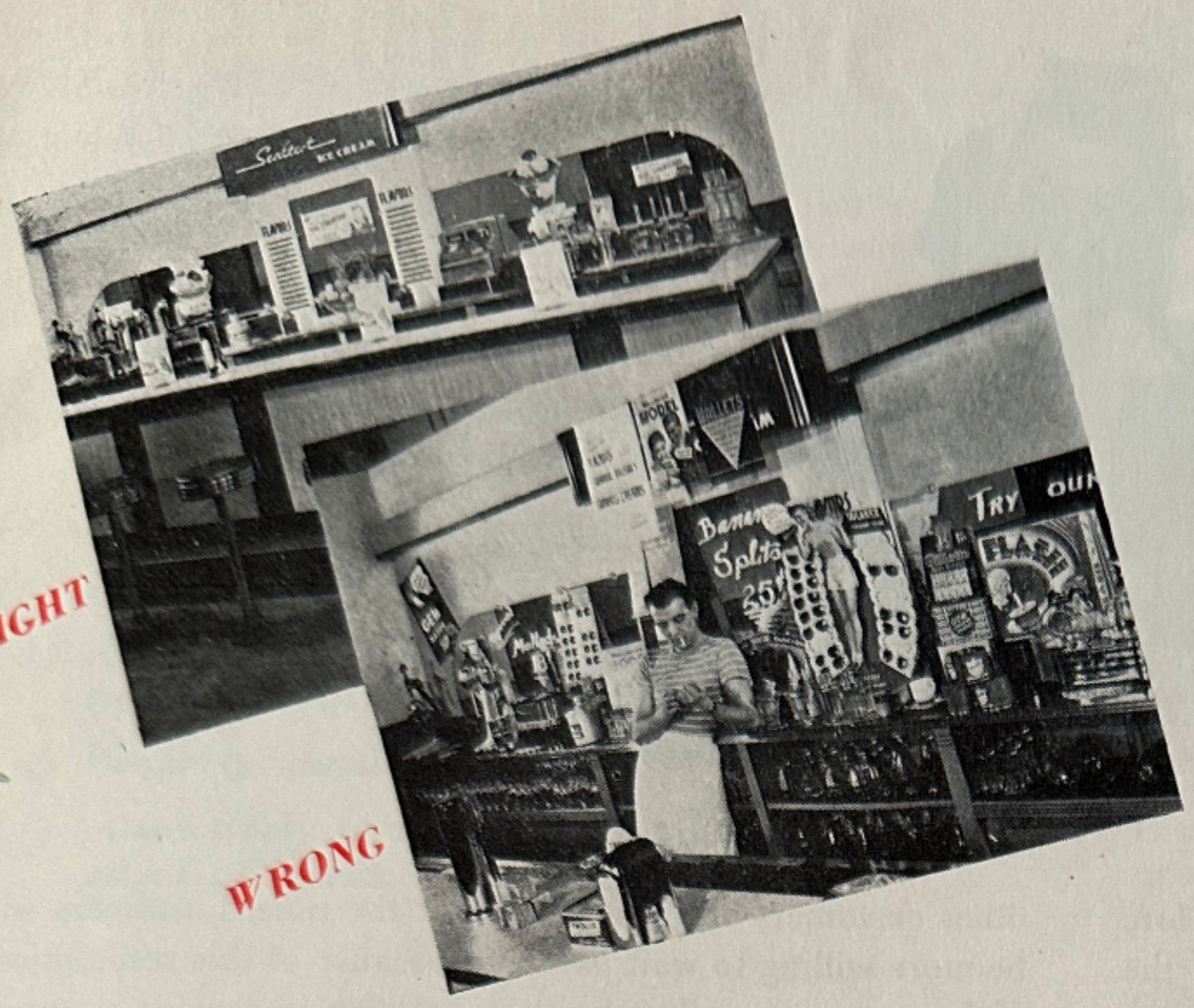
Keep serving stand or end of counter that is used jointly, cleared of all accumulation of soiled dishes. Don't wait for the next man to clean up.

Help keep your rest or locker room neat. Hang all personal clothing, uniforms, etc. in a specified place or locker. Don't throw caps around when not in use.

Try not to interrupt another salesperson who is taking or serving an order.

Let your fellow workers know when supplies and special services are needed far enough ahead that they may be able to keep supplies on hand.

DAY-TO-DAY SPARKLE



FROM the owner down to the newest employee, neatness, cleanliness, and orderliness play an important part in the impression made on the customer as he enters the door. The physical layout is the responsibility of the management of the store, but the day-to-day sparkle and spotlessness are your responsibility.

The public seeks out the fountain with a setting that spells comfort, delight, smiling service, sanitary surroundings, uncluttered counters, topflight sodas and sundaes, properly carbonated beverages and other skillfully prepared items. So strive at all times to maintain a hospitable, alert, harmonious atmosphere. It leaves a favorable impression with your customers.

To create a fountain setting which attracts, invites, radiates good cheer and suggests appetite enjoyment, check carefully the following Sealtest recommendations:

Remove Clutter

Clear counter and backbar of articles that have no relation to the fountain department and are not of a permanent nature. Sun glasses, pipes, flashlights, candy, punch boards, combs, razor blades, magazines, and a hodge podge of other miscellaneous items distract the customer and create confusion. The soda fountain is a place to eat and is too expensive to use as a display counter for petty items. It should always have a clean, well organized appearance. That's part of your job.

Keeping a fountain organized, spic and span becomes a matter of pride with you the minute you grasp its importance. It is not too difficult if you clean up after each service. Don't leave things to accumulate any more than is absolutely necessary. Check for all the items that clutter the counter and clear immediately.

Counter Set-Up

Locate straw holders, sugar bowls, salt and pepper shakers, napkin containers and menus conveniently on the serving counter within reach of customer. Otherwise, keep this counter free of all other gadgets and merchandise.

BACKBAR BASE

Place on upper shelves, clean towels and then arrange neatly on these towels your glassware, cups and dishes. Turning this dishware upside down will eliminate the chance for dust or foreign matter to fall into them. It insures better sanitation. Clean, sparkling glassware is the first indication of taste appeal.

Large jars of fruits, syrup, cone cans, ice cream boxes, and other accessories should be kept under cover, away from the public's view, preferably in a storeroom or an enclosed section of backbar base.

Extra open shelving in the lower part of the backbar is the practical place for stocking and displaying bottled beverages.

The job of organizing the backbar is greatly simplified if you will remember balance and order.

BACK COUNTER ARRANGEMENT

Small units such as extra fruits, butterscotch, marshmallow should be kept in neat containers of uniform size, in or near center of backbar on the counter where fruit jars in the fountain are not ample.

Locate fruit bowl preferably in center of back counter with an appropriate fruit display which is changed as needed.

DISPLAY—CLEANLINESS

Frequent change and interest in the attraction and eye appeal of the backbar is essential to a good setting. The backbar is the center of your customers' attention while they're being served. It is here that attractive and appealing menus—the seasonal suggestions—specials, and new ideas should be displayed. It is here where the Sealtest flavorboards, display posters and other advertising material should be prominently featured.

Let's Make It Shine!

The soda fountain is the setting for tempting Sealtest ice cream dishes and your food specials. If it's attractive—these star refreshments items will shine. It is up to you to see that the fountain is always attractive, clean and inviting.

The fountain and backbar is a stage setting for fountain treats and the food items you sell—not a cluttered catch-all

YOUR CUSTOMER YOUR GUEST!

WE are all customers at one time or another. Before being hasty or abrupt, let's put ourselves in the customer's shoes. Give him or her the courteous greeting we all like to receive when on the other side of the counter. A pleasant manner goes a long way in our march toward advancement and personal achievement.

The salesperson whom Sealtest considers efficient is the one who:

Serves customer in turn—

Waits on him promptly—showing interest and attentiveness.

Able to answer questions about the menu and can give helpful suggestions about selections.

Moves quickly and works quietly.

Fills the guest's order in a reasonable length of time. Serves the order according to the special instructions that have been given.

Refills water glass, serves sugar, condiments, butter and other services required without being reminded.

Keeps counters cleared so that customers may be served without unnecessary delay.

CUSTOMER SERVICE PROCEDURE

Approaching the Customer

1. Give a friendly greeting—Greet them courteously and pleasantly with a "Good Morning" or "Good Afternoon" depending on time of day. Have a smile in your voice. Look at your guests and cheerfully ask "May I serve you please?" or "Your order please?" Help customers who need special assistance such as elderly people or small children. Remember the names of regular patrons, whenever you can. Learn their preferences, if possible.

2. Prompt attention — Approaching the customer promptly is as important as greeting him in a friendly way. Serve a glass of water, napkin and spread clean menu open before handing it to customer. Do this no matter how many other customers you are serving at the time. Customers will be more willing to wait patiently because of this recognition. If for any reason there will be a delay in service—express your regret and assure the customer that he will receive attention as soon as possible.

3. Explain the menu—Be familiar with menu contents, its arrangement, the day's specials, and prices. Know ice cream flavors on hand and what they look and taste like.

Frequently the customer is confused as to where to find certain items on the menu, or fails to notice "specials", or has poor eyesight. Be helpful—don't appear irritated and impatient. It is your job to offer assistance in finding the desired items and tactfully indicate featured offerings.

4. Know Preparation — Frequently customers want information about how a certain sundae, milk shake or other dish is prepared. Be able to give the requested explanation promptly and accurately.

5. Offer Suggestions—Suggest profitable merchandise or the day's special if the customer is undecided. Here is your chance to sell. See page 8 "Selling—Your Real Job".

Taking the Order

Get Complete Order—If possible, ask your customer for all the information you need to be able to serve satisfactorily. For example:

Whether a sandwich is to be served "plain" or "toasted", "dry" or "buttered". Type of dressing preferred—"French", "Russian", "mayonnaise, relish, etc."

Whether coffee is to be served.

Flavor of ice cream desired—if he wishes ice cream with his pie.

Take the order promptly but do not rush customer into ordering. Give the customer enough time to study the menu. Try not to display impatience and give customer undivided attention. Repeat order to customer to avoid errors.

Assembling the Order

Relaying the Order—Avoid shouting and give correct names for items not slang phrases.

Collect all silverware and accompaniments you will need such as bread, crackers, relishes, butter, cream, sugar soda-straws and condiments.

Recheck all orders before serving to see that they are:

(a) Correct as ordered—silverware clean, dishes and glassware unchipped and spotless.

(b) Complete.

(c) Portions right sized.

(d) All drinks and foods at proper temperatures—hot foods hot; cold drinks cold.

(e) Properly garnished.

(f) Attractively served with no spilled food on the edges of dishes.

Serving the Order

Never hand hot or cold plate directly to customer. Place it on counter top. Always warn customer of hot, scorching plate. Serve straws and spoon on napkin at side of soda—never in glass.

Always serve a glass of cold water, napkin and small spoon with each sundae.

In malted milk service glass is usually filled two-thirds full in sight of customer. Mixing cup with remainder of drink is then placed beside glass for patron to finish.

Place, pass and remove all dishes from left. There are a few exceptions to this rule: beverages served from right—any silverware placed after beginning of meal is placed from right at right.

Tomato and fruit juices are best served on small plates. For more effective sundae service use a small paper doily or plate.

When delivering table orders, avoid piling dishes upon each other. It contaminates food, spoils linen and irritates customers.

Exchange or replace unsatisfactory items immediately. Handle all complaints tactfully or call your manager.

The "check" or sales ticket should be left face downward on the table or counter when last course is served. If store policy is to "Pay When Served" courteously call customer's attention to this fact.

Don't forget "Thank You" at the close of each order. And do it with a smile!

GENERAL SERVICE

Serving pats of butter, food or fruit with your fingers is not only unsightly but out-of-order. So keep fingers outside rims of glasses. Grasp spoons, forks and knives by the handles—never by bowls, tines and blades.

Cross off those items on menu when they are sold out.

Don't discriminate in serving tipping and non-tipping guests.

Be careful of serving sodas, sundaes and other dishes with wet hands; this applies also when handling checks and money.

Crumb and clean counter top carefully—don't brush it onto customer's lap.

When taking condiments away from customer politely ask if he is finished with them.

Serve the women in a party first. Refill water glass as often as necessary.

When there are several people in a party issue individual checks. Let the guests settle the matter of "who will pay?"

Courteous answers, interest, attention and tact make the salesperson popular and give the fountain a good reputation. On those hectic days when we are all tempted to be snappish, make a double effort to be courteous. Perhaps there is every justification for resenting a customer's impatience or manner, but bear in mind he is the store's guest. For you as for any actor on any stage—"the show must go on". The customers who return to you are the best proof as to the effectiveness of your selling and service.

Show prompt attention. Serve a glass of water, napkin and spread open a clean menu before handing it to customer. People are more willing to wait patiently when you give this kind of courteous recognition

After taking the order, collect all the silverware and other items, such as bread, crackers, relishes, butter and cream—soda straws and condiments that your patrons will need

Recheck each order to make sure it is: Correct as ordered — silverware clean, dishes and glassware unchipped and spotless. Portions right sized and properly garnished.

SELLING
Your Main Job!

YOU have an important selling job to do. As a fountain salesperson you have something to sell beside ice cream, sodas and sundaes. Your job is to sell service, esteem and satisfaction to your customers so that they will continue as regular loyal patrons.

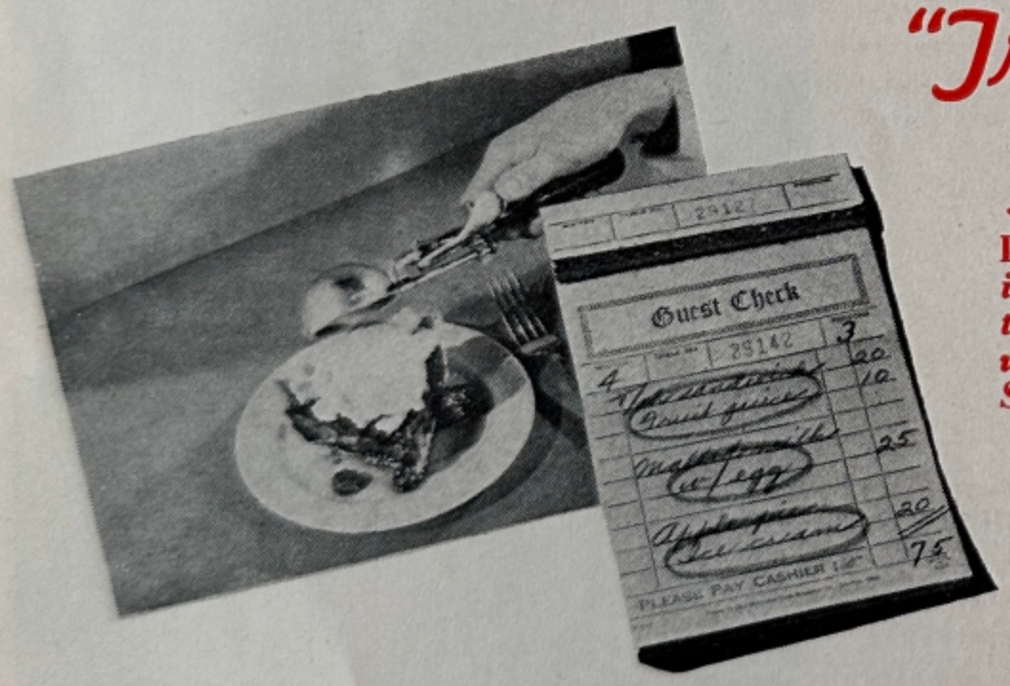
On page 6 "Your Customer—Your Guest" Sealtest has detailed the essential steps of proper customer approach, explaining the menus, taking the order and correctly serving the customer. Your success in fountain selling field depends to a great extent on following this procedure.

Avoid Order-Taking

Negative questions such as "Anything else?", "Want any dessert?", "Is that all?" and other parrot-like remarks is simply order-taking—not selling. Asked the question "Will that be all?" and a customer will ordinarily reply "Yes". On the other hand "Would you like to order a fresh peach ice cream sundae for dessert?", and the customer is likely to answer "Yes". So sell positively! It will soon become second nature.

Fountain customers can be grouped into two classifications—those who know what they want to order and those who are undecided. In each case helpful suggestions react favorably on the customer, build good will, speeds up service and makes money for the fountain.

"Trading Up"



← **Left:** ***If pie or cake is ordered, suggest that it be served with a scoop of Sealtest ice cream***

→ **Right:** ***Recommend cake, a sandwich, or other extra item with malted milks***

As a salesman you must be prepared to suggest higher priced items to the customer which increase the size of the check. The purpose of suggestion selling should be to help the indecisive customer make a satisfactory selection, and, at the same time, to sell additional food, ice cream and fountain beverages.

Here are some instances where your suggestions will tie-in directly with the customer's original order and help to increase your own sales record. Other ideas will come to you on the job:

If a sandwich and coffee are ordered, suggest a fruit or a vegetable juice for an appetizer.

If the patron does not mention dessert, suggest a definite item such as a dish of Sealtest ice cream, a sundae or soda or some other fountain special.

If the patron orders a cereal, suggest sliced peaches, berries, or other fruit in season.

If a patron orders a headache seltzer—suggest that it be followed with a cup of black coffee. He'll thank you.

If the patron orders a particular flavor, call attention to a sundae or soda special made with that flavor.

If a sandwich is requested, suggest an order of sliced tomatoes as an accompaniment.

If a plain milk shake is ordered—don't merely ask what flavor—suggest a scoop of ice cream for extra nourishment and taste.

A fresh egg in a malted milk boosts the profit on this sale just about one-third. Suggest it!

Suggest ice cream with all meals. Stress the food value of this most delicious dairy product.

Suggest an appetizer or a fruit juice (while customer is waiting for the main order).

Muffins, toast, cup cakes are suggestions that will appeal to the customer who comes in for a quick cup of coffee.

Suggest a side order of salad with the plate lunch.

When a customer asks for a given quantity of ice cream, make a point of asking "Will a quart (or a pint as the case may be) be enough?" The result of this one question will mean many quarts added to your ice cream sales.

When telephone orders are received be sure to suggest additional items. Post a list of suggestions by the telephone for quick reference.

Know the Menu

To do an effective selling-job—make certain that you are familiar with all items and prices listed on the day's menu. When an article that has been chosen is sold "out" tactfully explain the shortage to the customer and suggest something else that may be equally pleasing. Generally you will succeed in selling a substitute.

Know Preparation

There are many commonplace questions asked of fountain salespeople regarding the menu on which you should be able to provide immediate information. It is important that you have the answers at the tip of your tongue to as many of these questions as possible. Don't keep the customer waiting while you rush off to ask someone else.

Many customers are on special diets or unable to eat certain foods. You can readily see how important it is to be able to tell them the ingredients from which a dish is made. "Does the salad dressing contain mustard?" "Are there any chopped nuts on the sundae?" "Are the potatoes fried in lard?" These and many similar questions are very important to customers who experience distress when eating certain foods or have certain allergies.

It is the customer's privilege to know about the food he eats—and your job to provide the information he desires.

Explain Special Services

When a customer is not familiar with your establishment, here is another opportunity to sell by explaining any special services and menu features that your fountain provides. The following examples are ideas of good will sales builders.

A customer praises the ice cream. Here is your chance to ask whether he would like you to package a quart or a pint to take home.

Another patron remarks favorably on your chocolate cake or other pastries. If you sell cakes on order he should be told about the available service, and the selling price for off-premise consumption.

When childrens' service is available with special food selections, smaller portions, and lower prices, explain this service to the parents.

Should a customer obviously wanting rapid service seat himself at a table, he should be told that he can be served more quickly at the fountain counter.

Use Attractive Selling Phrases

Naturally, each item you suggest should be described as tactfully and tastefully as possible. Terms and words describing the source and condition such as "new", "green", "fresh", "crisp", "chilled", "hot", "ripe", "old-fashioned", "delicious", "fragrant", "refreshing", "nourishing", "appetizing", "smooth", enhance the appeal of the products you are selling. The cooling delights of a fresh fruit ice cream soda, the rich smoothness of a sun-ripened peach ice cream sundae, the farm-freshness of your salads—these are but a few of the many taste treats your sales talks can and should describe.

Stress Taste Appeal

Romanticize the names of your sundaes, sodas and other fountain offerings. A little imagination on the sales person's part goes far in arousing the customer's interest. It's good showmanship and a powerful sales booster.

Appeals to the emotional senses, value nourishment and a dozen other feelings can all be transmitted to the customer by your spoken word. Through you, your fountain can tell a story of quality, hospitality, atmosphere, service and many other features which spell a live-wire organization.

Generally speaking selling requires no other talents than those you put to work in everyday living. It demands good speech, confidence, ambition. memory, tact and reliability.

A DAY-TO-DAY SCHEDULE

SEALTEST has assembled in this manual essential information, instruction and advice important to a clean, orderly, well conducted fountain based on years of experience with thousands of soda fountain operators. Follow definite practices and procedures in connection with your work. Planning your work and the sequence in which it can be best performed will save you tracing many unnecessary steps. Arrange things in the order of use—those items of supply or equipment most often used should be handiest—things least used should be out of your way.

When in doubt ask your supervisor to personally demonstrate or clear up any of the various duties that puzzle you. He's interested in helping you see the job through! That's his job!

GENERAL STORE PRACTICES

Punctuality: Report for duty promptly with a smile and a greeting for your fellow associates. Allow for time to change clothes. Notify your manager if you will be absent because of illness so that he can secure a replacement.

Talk Things Over: Spend a little time reviewing the day's happenings with your relief before rushing off duty.

Study Menu: Memorize the day's menu, study prices and specials in order to answer questions quickly and correctly.

Lunch Hours: Arrange your lunch hours so as not to conflict with rush periods.

Phone Calls: Limit all non-essential, personal telephone calls or visiting while on duty.

Found Articles: Any articles left by customers should be turned over to management immediately.

Removal of Packages: Before removing packages or bundles from premises secure approval of the management.

Change of Address: Notify your employer promptly upon changing address or telephone number.

YOUR PERSONAL RESPONSIBILITIES

Hang all personal clothing, uniforms, etc. in a specified place or locker. Don't throw caps around when not in use.

Never touch or handle foodstuffs without proper utensils. Do not pick up pats of butter, food or fruit with your fingers. Wash your hands before and after each visit to the washroom.

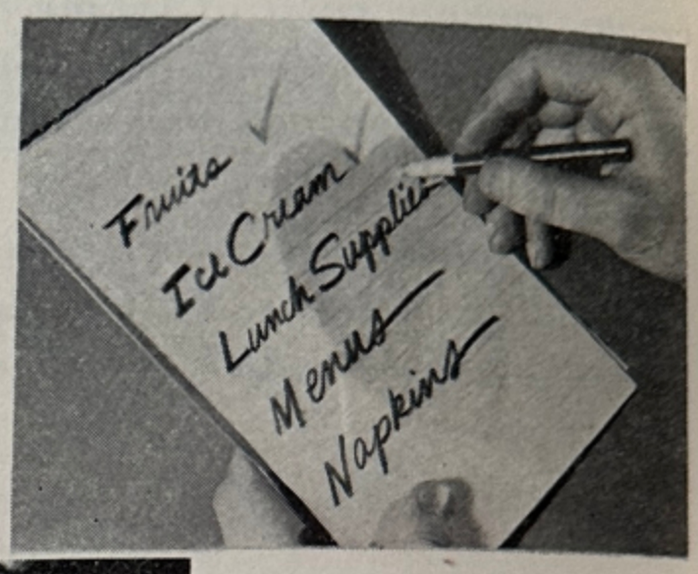
Discard bar mops before they become sloppy and smelly.

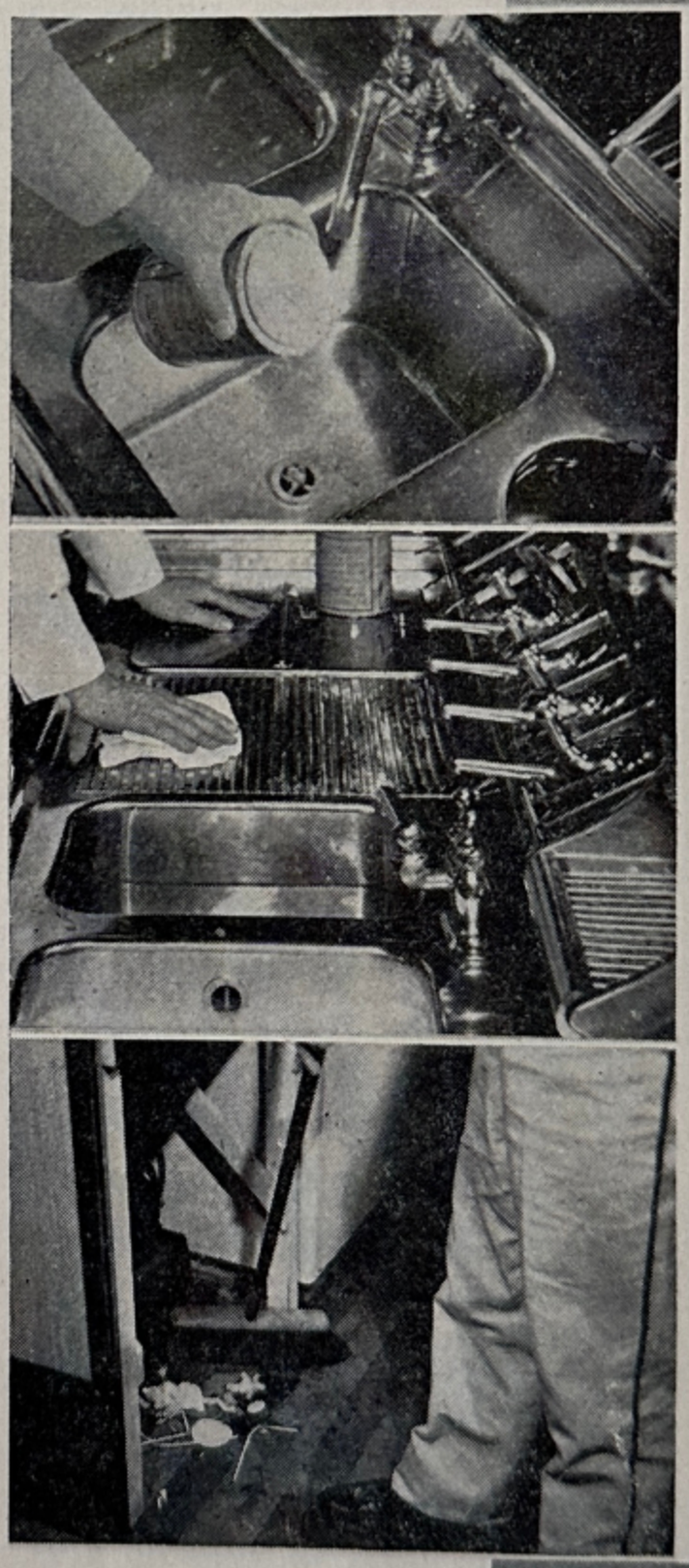
Use end booth or end of counter when having lunch. Uniformed workers sitting all around the store make for a bad appearance.

Clean up around malted milk dispensers after using, particularly sprayed backbar or mirror.

Do not allow dirty dishes to collect and remain on drain board.

Check your stock of fruits, ice cream, lunch supplies, menus, napkins, display pieces each morning. Replace all such supplies to avoid running out during peak rush hours →



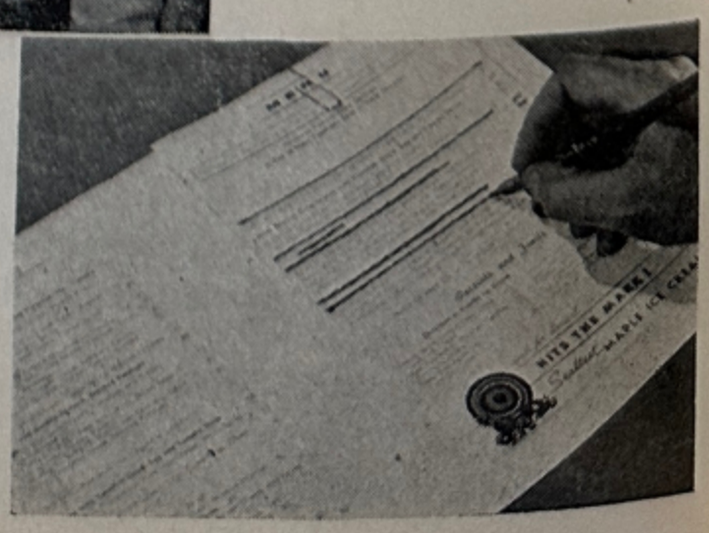


Change water frequently and make sure you use a solution that is in the right proportion for cleansing. Use a compound that cuts grease and dirt and does not leave a film on inside of glass ←

Keep metal drainboards clean. Don't allow dirt and discoloration to accumulate. Safest way is to dry and polish daily ←

Be sure to clean out the paper and trash which collects during the day under the fountain. Trash, if allowed to remain, will soon cause bad odors ←

Know the menu! When items are "sold out" cross out on the menu and be able to suggest a profitable substitute →



TO HELP YOU . . .

Be sure that all dipper wells are free of refuse and water is clear and running.

Don't wipe hands on apron. Use hand towel which should be folded lengthwise under apron strings, carried in designated uniform pocket or over forearm.

Stools, booths, tables and chairs should be washed each morning with hot, soapy water. If the seat is leather, use saddle soap

Keep refuse chutes in perfectly clean condition. They should be thoroughly cleaned and sterilized every evening at the close of business

Dipper wells, too, should be scrubbed and cleaned and glass rinsers scoured on the inside. Don't empty straws, papers or cigarettes from glasses into the rinsers. If you do, they will soon clog the drain pipes

Avoid the use of gritty powders on the surface of the counter. Wash frequently during the day with soapy water only, and wipe up all spillage immediately

Be sure to empty, clean and scour garbage cans in hot, soapy water before closing. Sterilize several times weekly. Ammonia or bicarbonate of soda will help you kill bad odors

Wash out mops to keep "clean" sweet smell. Keep mop buckets clean not crusty and hang up mops to dry in proper place.

Remove all foodstuffs from paper or other containers in which it is delivered. Place freshly received merchandise immediately in rear of refrigerator.

Rinse and wipe all pots and pans before placing in food even though you may consider them clean.

Keep counter tops free of clutter to allow ample service space for customers.

Rinse out all empty milk bottles before setting out in case for driver to pick up.

Don't stack dirty dishes too high in trays.

Cash Handling: Ring up each sale separately. Don't bunch or split transactions. (See page 43.)

DAILY PREPAREDNESS

With customers standing four deep at the soda fountain during rush hours advance preparation is essential to help you stand the pressure. Here are basic steps you must perform to be able to give rapid service during rush hours.

Draw off and discard several glasses of carbonated water first thing each morning. Take temperature of water. As a general rule carbonated water should be between 34° and 39° at the draft arms.

Inspect pressure of carbonator, and temperature of both carbonated and drinking water. If pressure is standard (120 pounds in summer, 100 pounds in winter) the supply of gas will be adequate for the day. (See instructions page 19.) Check condition, cleanliness and icing of water coolers.

Arrange daily special soda, sundae and lunch display material in window.

Inspect ice cream cabinet and take temperature. An ice formation several inches thick is considered undesirable. (see instructions page 16.)

Check dry cold and storage cabinets for cleanliness. Arrange supplies to be used during the day.

Wash counter top and backbar slab each morning with soap and water. Clean counter front, stool bases and footstep. Remove gum from underneath counter top.

Inspect draft arms for leaks. Polish draft arms and scour drip pans to remove particles caught in perforations. (See page 17.)

Wipe off syrup jar tops with wet and dry towels. Scald chocolate and cream pumps daily and dry thoroughly.

Fill napkin and straw holders, sugar, salt and pepper dispensers. Have you an adequate stock of glassware and dishes on hand? Are your spoons and silverware clean and polished?

Check supply of chipped or cracked ice.

Check newly arrived merchandise for quality and short weight.

Are drainboard, sink, glass rinsers, dipper well and workboard clean?

Remove all residue and slime from around dipper springs.

Are bread drawers clean—knives sharp? Are urn coffee bags kept fresh by frequent cleaning in cold water? Is coffee urn clean and polished?

Be sure the right serving tools are on hand—ladles, scoops, tongs, serving spoons, ice scoops, etc.

Is floor thoroughly scrubbed? Is sidewalk clean?

Clean out juice extractor frequently during the day. Report all chipped glass or chinaware to management.

Around 10:30 A.M. the noonday menu should be ready, placed on counters and tables. Luncheon signs should be posted and breakfast signs taken down.

To avoid delay, steamtable should be turned on early. Steam pans and salad tables should be filled in advance of rush in order to be ready to serve.

Before Closing the Doors

Clean steamtable and shelves beneath. Drain water from steamtable pans before closing store. Clean and polish coffee urn.

Put away all foodstuffs before closing at night. Leave no food in open. Clean out all pie and food cases.

Collect all soiled or wet towels before closing and place in container.

Shut off all water and gas, and electric units at the fountain. Shut off draft arms.

Remove all empty bottles from under sink.

Scald chocolate pump each night at close of business. Clean and pump hot, soapy water through working parts. Rinse and dry thoroughly. Do not refill jar until next morning. Water left in jar will cause quick fermentation.

Check garbage for missing silverware.

Wipe down drink mixers and wash mixing cups. Clean hot cups, crumb and wipe toasters.

Sinks, fountain, coffee urns, salad table should be left cleaned and polished.

Post breakfast signs on window and counter. Change menus to avoid delay next morning.

Empty contents of syrup jars requiring refilling into clean, cool containers. Wash jars with soap and water and rinse in hot water. Refill jars. Wipe fruit jar tops with clean towel dipped in hot water.

Once-Weekly Reminders

Remove syrup jars and flush out trough or enclosure with cold water. Scrub clean with hot, soapy towel. Wash food containers and fruit jars and syrup pumps when emptied.

Scour underside of cabinet tops with soap and water.

Re-arrange and thoroughly clean backbar and storage space below. Wash and polish mirrors.

Oil drink mixers. Check all electric motors. (See instruction page 18.)

Wash and polish metal spoon and straw holders. Polish all silverware.

Wash and polish all pump and draft arms. Remove and clean draft arm nozzles. See instructions.

Wash and polish fountain, drainboard and basins. Cover ice cream with clean, folded paper to keep out dirty, soapy water.

Wash and polish mirrors at least twice weekly.

Empty and clean food refrigerator. Bicarbonate of soda solution will help avoid objectionable odors.

Remove novelties and packaged ice cream from cabinet. Defrost cabinet and storage compartments. Defrost ice cream sleeves with blunt instrument or putty knife, not ice pick. (See special instructions page 16.)

Clean dry cold and storage compartments with bicarbonate of soda and warm water.

Are coils in fountain covered with water? For most efficient operation, water should be drained from coil box at least every two weeks. (See special instructions on page 17.)

Check compressors. Is motor cutting on and off regularly? Report any irregularity to management.

Defrost salad compartment—temperature should not exceed 50°.

Are the store windows clean?

Clean floor racks and brush up floor debris from under and around fountain. Set floor racks in open to dry, if possible.

Return all unused, clean silverware to bins or drawers.

Collect all pepper and salt shakers on trays for cleaning and refilling next morning.

Before you leave your station or the soda fountain for the night, everything should be in order; the equipment and supplies should be taken care of according to the instructions of your employer.

"Side Work" Duties

Duties other than those related to actual customer service are commonly called "sidework" and are usually done before and after serving hours and also during slack periods. Here are some usual tasks expected of you:

Polish all spoon, straw, and napkin holders. Refill.

Empty, wash and thoroughly dry sugar bowls and refill as often as necessary to keep spotlessly clean.

Fill salt and pepper shakers. Insides of shakers can be washed with a bottle brush. Unclog holes in lids with clean toothpick.

Wipe outsides of condiment containers, i.e. catsup, mustard, with a damp brush. Clean paddles should be provided often for the mustard pots.

Napkins should be folded carefully according to the instructions of your particular fountain. The folds should be straight and the edges should meet evenly.

Soiled and torn menus should be replaced with new ones. Tabs and clip-ons properly attached.

Collect and clean ash trays frequently. Wash separately—not in same sink with glassware or dishes.

Wipe serving trays frequently—edges, bottom and top to protect both your uniform and prevent bottom of dishes from being soiled.

Prepare and clean cracked ice for beverage service.

Slice butter beforehand evenly and without waste to obtain the right number of chips. A pan of ice should be made ready for handling the butter to prevent softening.

Silverware should be cleaned according to the special directions of your establishment.

Wash and thoroughly cool all creamers before filling with coffee cream.

Crumbs should be dusted from stool and chair seats after each customer has left the table and before another guest is seated.

It is the scrupulously clean and efficient fountain that influences your guests. Check and review these instructions frequently—it's prompt attention to the little details that counts in the success of any job.

SEALTEST ice cream represents a high quality, nutritious and wholesome food. Imagine a program of constant inspection regularly—each utensil scrubbed and polished within an inch of its life—each container sterilized to be absolutely pure. Floors so clean you're almost afraid to walk on them—all these and many more are insisted upon in those plants producing Sealtest products.

Since fountain operation too is intimately identified with good housekeeping—you are expected to put your best foot forward and keep the fountain spotless, spic and span.

Sanitation—First Requirement

Cleanliness is absolutely essential to correct food and drink service—so follow a systematized daily work program such as outlined on page 10. It simplifies your job and increases your efficiency.

Unsanitary habits are injurious to health and business. Dipping and redipping of glasses in a pool of tepid, dirty water offends the senses of a customer. Health laws require dishes to be washed in a hot, soapy water or an antiseptic solution of maintained strength and afterwards rinsed in clean running water.

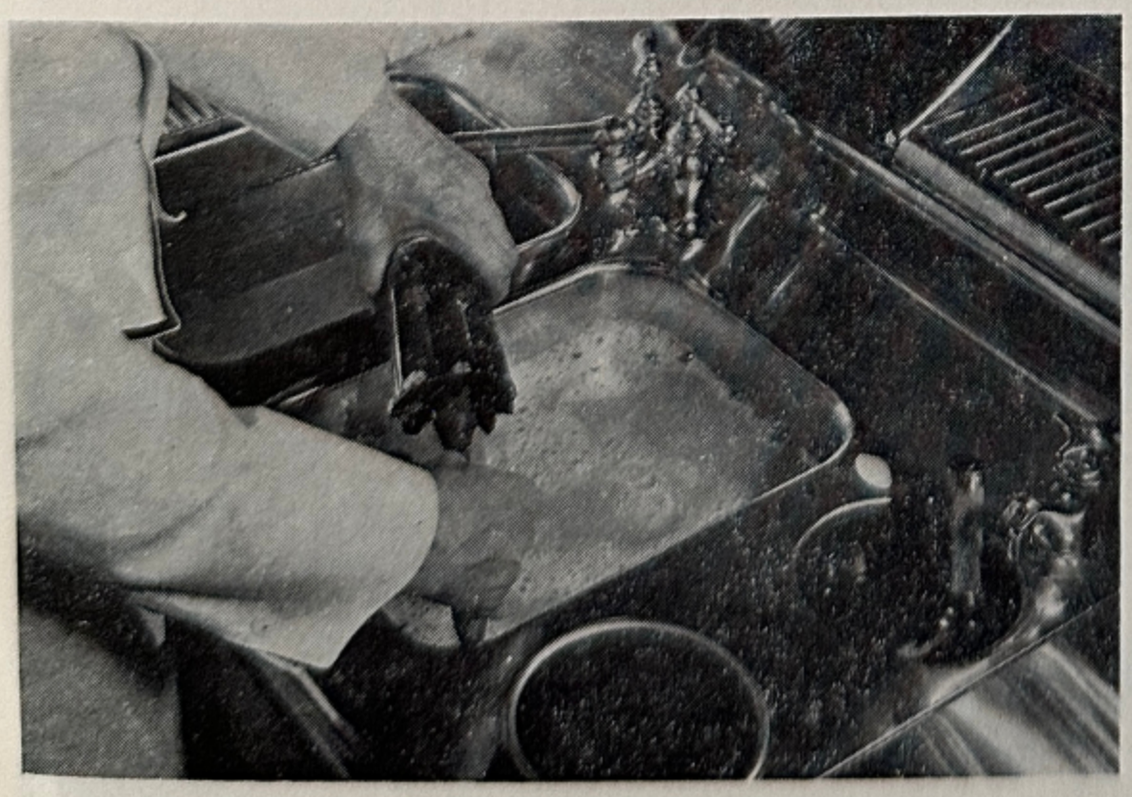
Approved Dishwashing Methods

The U. S. Public Health Service recommends the following sanitary rules:

> ***"Eating and drinking utensils should be thoroughly cleaned after each use, then immersed 2 minutes in 170°F. water or ½ minute in boiling water, 2 minutes in approved antiseptic rinse, or kept in steam cabinet 15 minutes at 170°F., 5 minutes at 200°F., or in hot air cabinet 20 minutes at 180°F. Drying with a towel should be rigidly barred from the practice of modern fountain service. Large utensils should be adequately treated with live steam, boiling water or chlorine spray."***

Glass Washing

Glassware is washed at fountains generally in three ways. These suggestions can be adapted to the method used in your store: (1) handwashing; (2) brush scrubber; (3) mechanical dishwasher.



When washing glasses, use hot water, washing powder and a stiff brush. The washing powder softens the water, and cuts the grease. Hold glass near base and wash with a circular motion of the brush to avoid cuts and breakage

Set a policy of immediately cleaning the counter of dirty dishes when the customer has finished—then wiping your counter with a damp cloth. Nothing loses customers more than sticky counters where they might soil their clothes.

Handwashing

Where handwashing is used, be sure washing solution is right for thorough cleansing and that germicidal rinse meets the requirements of the local health board. Use only the best cleaning compounds and germicide (chlorine solution) is strongly recommended for rinsing water.

Empty glasses. Before glasses go into washing well, remove straws, cigarette butts, paper and ice. Flush out syrups and milk into chute. Dirty glasses and those carrying straws and other accumulations soon stop up sewers, quickly make washing solution filthy.

Prevent breakage by letting ice-chilled glasses warm up a few minutes after ice or cold drinks have been flushed out. Chilled glasses thrust into hot water break readily. Prevent cuts and breakage, too, by never putting glasses into sink with plates and cups.

Air-drying. After rinsing, place upside down upon a wire drying tray. Air-dried glasses in such a tray or rack saves time, towels and eliminates lint from clinging to glasses.

Change solutions. Change washing and rinsing solutions frequently to assure clean glasses and instill customers with idea of the store's cleanliness.

Brush Scrubber

Where the electric glass scrubber is used, make sure that brushes are removed at closing time, thoroughly washed, bristles cleaned and brushes set up to dry over night. Brushes should not stand overnight in water as they will deteriorate. Where store has two sets of brushes, alternate them day after day.

Hold with fingers. When the glass is thrust upon one brush to be scrubbed inside and outside by center and outer brushes, hold the glass with fingers near base—never hold glass in palm of hand. Holding by fingers gives freedom in placing glass in right position and quickly withdrawing it for rinsing and placing on drying rack or basket.

As glasses usually break at the bottom, eliminate danger of cuts by never holding glasses against palm of the hand.

Mechanical Washer Method

Before placing a glass on a brush or into a dish washer, pre-flush out excess syrups, milk and other accumulations. Do not allow glasses to dry after they are removed from the counter, but flush out and wash as quickly as possible.

Hot water; germicide. Make sure that water is sufficiently hot to do the most effective job according to the type of unit used and that proper cleaning and germicidal powders or solution are used.

Cleanliness—Here's How!

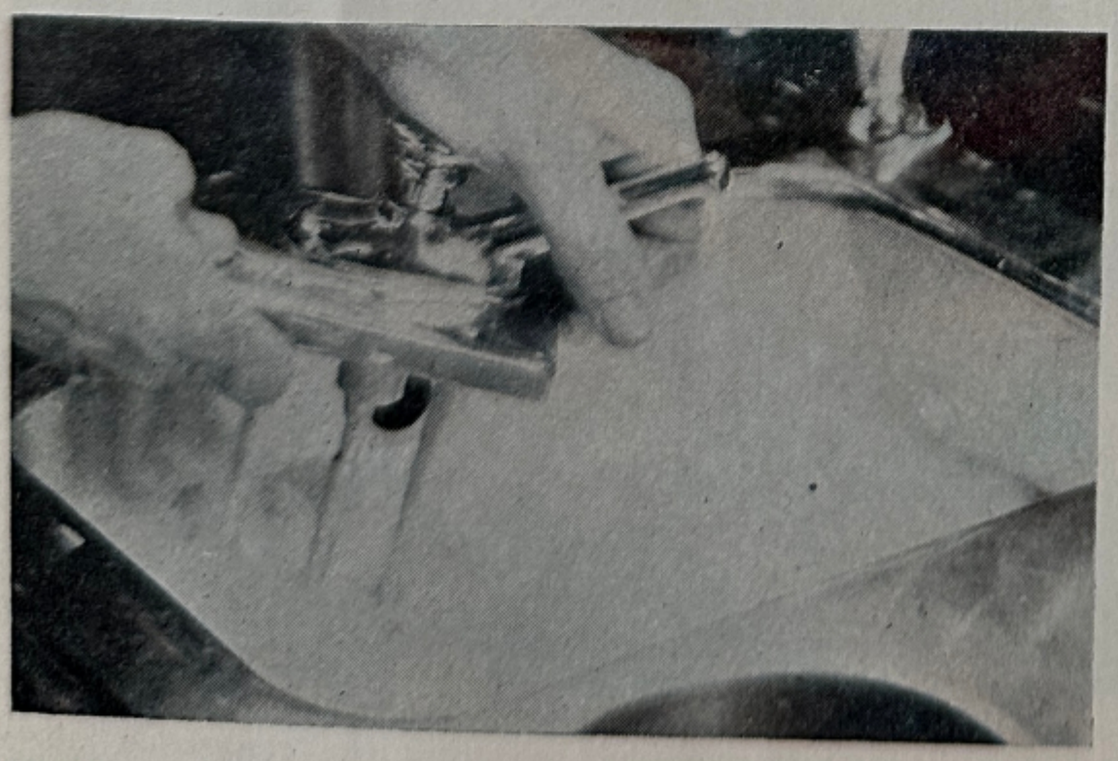
Counters: *Wipe up all spillage immediately. Wax synthetic and linoleum counter slabs weekly to protect surface. Avoid placing hot dishes directly upon counter top. This eliminates danger of rings or burning.*

Fountain Exteriors: *Wipe only with clean damp cloths. Greasy cloths streak. Dissolve syrup or hardened ice cream simply with soapy, warm water. Avoid abrasives—they scratch finish. Brush off counter steps frequently during day—wax weekly.*

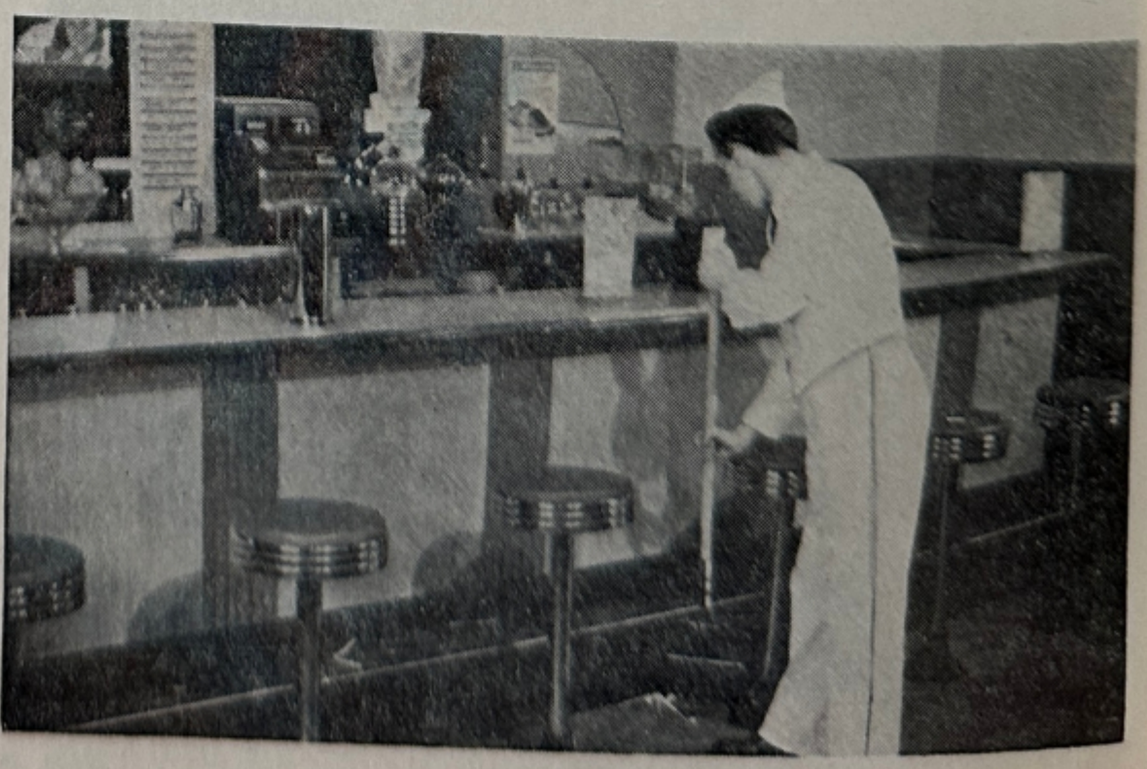
Steamtable: *Clean each night, both inside and outside. Drain out water and clean pan. Refill pan next morning with hot water before lighting burners otherwise heat will melt soldered joints involving a costly repair bill. Lift porcelain enamel pots and pans with care to avoid chipping.*

Salad-Sandwich Tables: *Remove all salad jars out of top section each night. Store jars with contents in refrigerator compartment or ice box. Wash out top compartment thoroughly with a cloth and cold water. Clean hood or cover and close down each night. Clean out refrigerator storage compartment daily. See that cheese, butter and pickles are tightly covered. Place on top shelf to prevent absorption of odors and mixing of odors with other foods. Defrost unit as necessary. Inspect refrigerator doors frequently to see that they fit tightly.* (*See page 18.*)

Bread Drawers: *Wash these bun and bread storage compartments daily with soap and water to prevent moldy bread and musty odors. Air empty drawers nightly. Always place freshest stock at back and use other bakery goods immediately.*



Flush out all syrup pumps twice weekly—chocolate and cream pumps daily. Force clean hot water through pump to get rid of crystallized sugar and other such sticky accumulations



See to it that soiled napkins, cigarette butts and any other refuse is swept from the floor at once. Littered floors create an accident hazard and offend your customers. Be clean.

Syrup Section: *Flush out all syrup pumps in clean, hot water twice weekly—chocolate and cream pumps daily. Force clean, hot water through pump spout to eliminate all crystallized sugar or other sticky substance. Before replacing jar in rail, cool pump in cold water and drain. Hold disc valve in pump cup open with finger to drain. Invert pump to drain water out of discharge tube and spout.*

Clean syrup trough under and around syrup jars at least weekly. Syrup acids, water minerals, lactic acids in milk can otherwise damage block tin linings. Never use hot water.

Syrup Jars: *At closing time wash out all empty or near-empty jars. To prevent breakage grip jar firmly. Wash one at a time with hot soapy water. Rinse thoroughly with hot water. Cool, dry and refill with syrup. Refill clean chocolate jars in morning not at end of day. Never use polish on jars or tops as it may seep into tanks and spoil contents.*

Stools: *Stools should be washed from floor right up to top of stool. Apply a little oil or grease to underside of stool so that it turns easily and silently. Be sure that lock nut under seat is tight to prevent customer injury.*

Sinks—Drains: *To prevent clogging of drain pipes pour a solution of boiling hot water and sal soda into pipes once a day. At end of day thoroughly clean and scour garbage cans to eliminate odors.*

Cabinet Lids: *Lift and replace section lids with care. Banging, prying or dropping will damage lids. Using ice cream scoops to open lids, soon wrecks scoops. Clean plastic covers only with warm water and cloth. Never use harsh soaps. Polish only with quality wax or salad oil.* *(See page 16.)*

Glass Rinser: *Shut off the water supply and remove the inside frame of the rinser usually by turning it to left. Dirt or sediment can be then removed by using a bent wire or a hand force pump. After the line has been opened, screw the frame of the rinser back in place and turn on the water. The rinser is again in operation.*

Food Storage Refrigerator: *Inspect clean and regularly defrost refrigerator at least weekly. Baking soda and water —one-half cup to a gallon of sudsy water helps remove odors. Frost on the coils insulates against cold, also takes on food odors. Bare coils give better refrigeration. Wash any coverings for food such as oil silk or metal foil.*

Under Fountain: *Nightly rake and brush out straws, soiled paper napkins and other trash which collects under the soda fountain. Trash, if allowed to remain here, will soon cause objectionable odors.*

Chrome Plated Surfaces: *Here is a soft metal which wears off with any abuse. Never use metal polishes or abrasive cleaning powder. Soapy water is sufficient. Rinse and dry.*

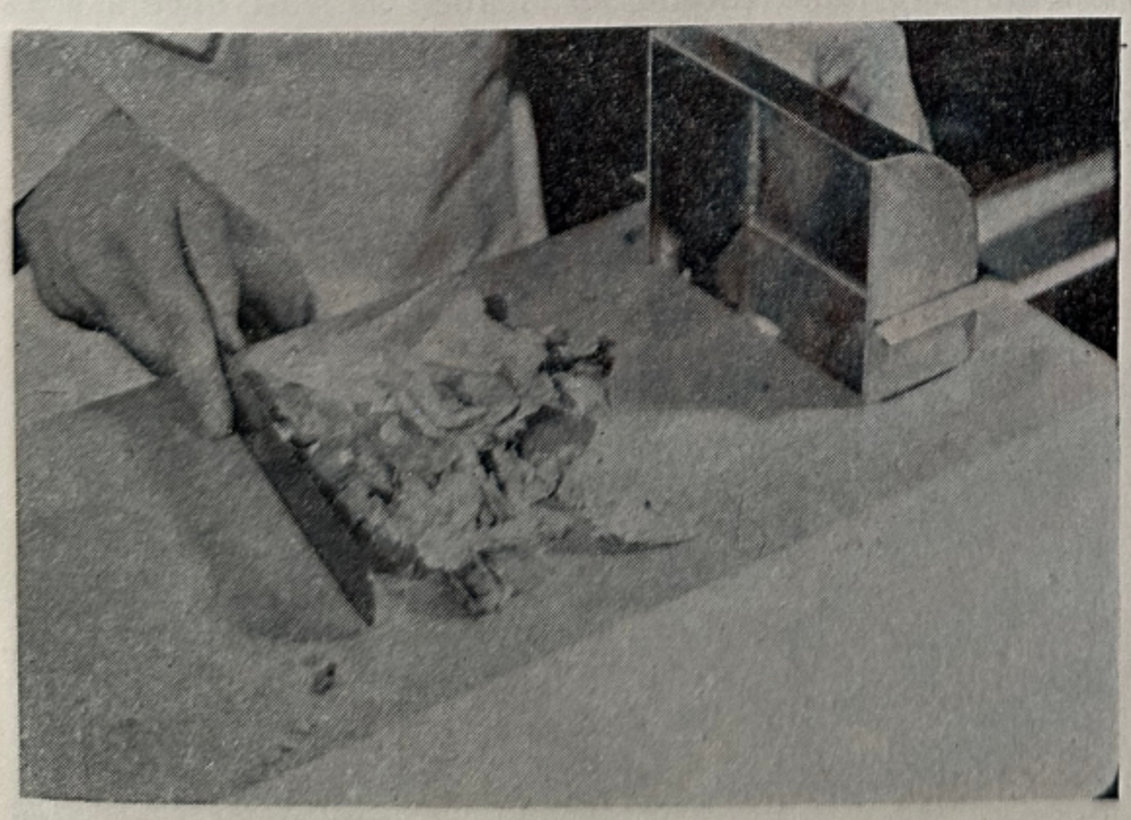
Stainless Steel: *Clean off spots or burned on food with a gritless cleaning powder or fine steel wool.*

Toasters: *Remove and clean pan crumb daily. To get jammed toast or cake out of unit use a strip of stiff cardboard. Use only a soft brush to clean out crumbs and prevent damage to costly elements. Wipe exterior only with a cloth wrung thoroughly after immersion in hot soapy water.*

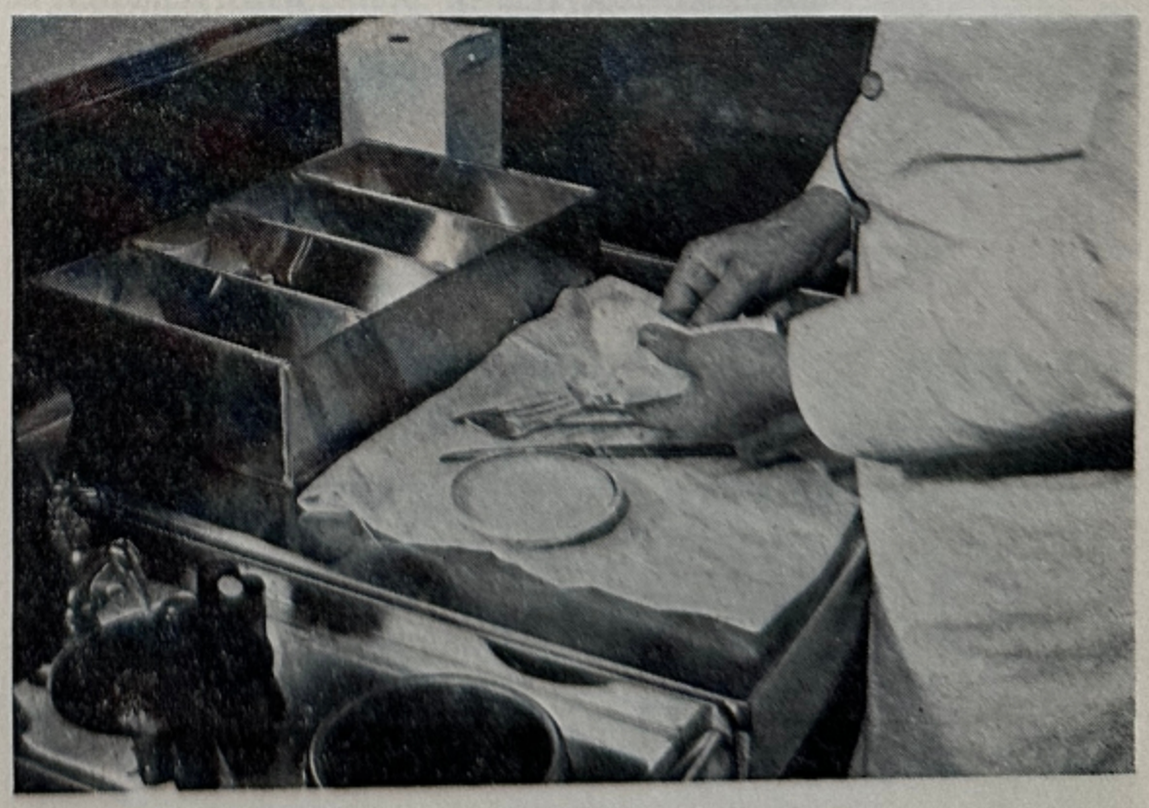
Grills: *Cast Iron Grids:—Clean and scrape with a heavy spatula. A rich amber color of grids produces best results. If grids are scoured, reseason by preheating and applying a light coat of high temperature fat.*

Aluminum Grids: *Use only a light spatula and cloth for cleaning. When carbon deposit is heavy, turn off grill and permit to cool. A cloth soaked with household ammonia can be placed between grids and left overnight. Carbon can then be flaked off with a light spatula. Wash grids and re-season.*

The impression you make on a visitor who patronizes your fountain depends upon the kind of house you keep. It's the same as in your home. Knowing how to prepare fountain items is not enough—you must be immaculate in your housekeeping. Good housekeeping will keep the fountain setting attractive and sparkling—and will attract your customers back again and again.



Don't forget that most of your fountain is visible to the customer. Wipe and clean all cutting and sandwich boards before preparing fresh ingredients. Scour with stiff brush



Organize your odd jobs for your slack time. Jobs like silver polishing, filling straw containers, filling the salt and pepper shakers, folding napkins, and other such items

CARE OF FOUNTAIN EQUIPMENT

YOUR responsibilities as a salesperson are twofold: to the public and to your organization. Other than your selling and customer service duties—most fountain employers expect their selling staff to acquire a knowledge of simple fountain maintenance to help prevent breakdowns and work delays. Soda fountain equipment represents a large investment by your employer. It is extremely important that the value of this equipment be protected by proper maintenance. This requires frequent checking of equipment on your part, keeping it clean, and care in handling.

Study these Sealtest hints on the proper means to maintain and extend the life of fountain equipment. Efficient equipment operation simplifies your job.

Ice Cream Section

Keep ice cream sleeves clean of accumulated hard ice cream deposits which drop to bottom of sleeve. Scrape out with a flat dull scraper such as a putty knife or spatula. Excess frost accumulation around top of sleeve should be removed with a stiff brush or spatula, for unless removed may drop into the ice cream container. Excess frost also retards cooling. Removal is best done when the empty containers are being replaced and the sleeve is empty, eliminating the possibility of the brush bristles or frost accumulation getting into the ice cream.

NEVER use an ice pick or sharp pointed tool to scrape or remove ice or frost accumulation from a fountain.

Ice cream containers or cans should not be dropped into the sleeves but should be lowered in place with reasonable care.

Ice Cream Covers

Bakelite covers and syrup pump tops should be cleaned with a cloth and warm water only. **NEVER** use hot water on bakelite ice cream covers. If soap is necessary, use Ivory or some other mild soap. Avoid laundry soap, washing powder, or scouring powder. Dry thoroughly and polish with salad oil or a good grade of polishing wax and a soft cloth to preserve lustre and color.

Syrup Rail

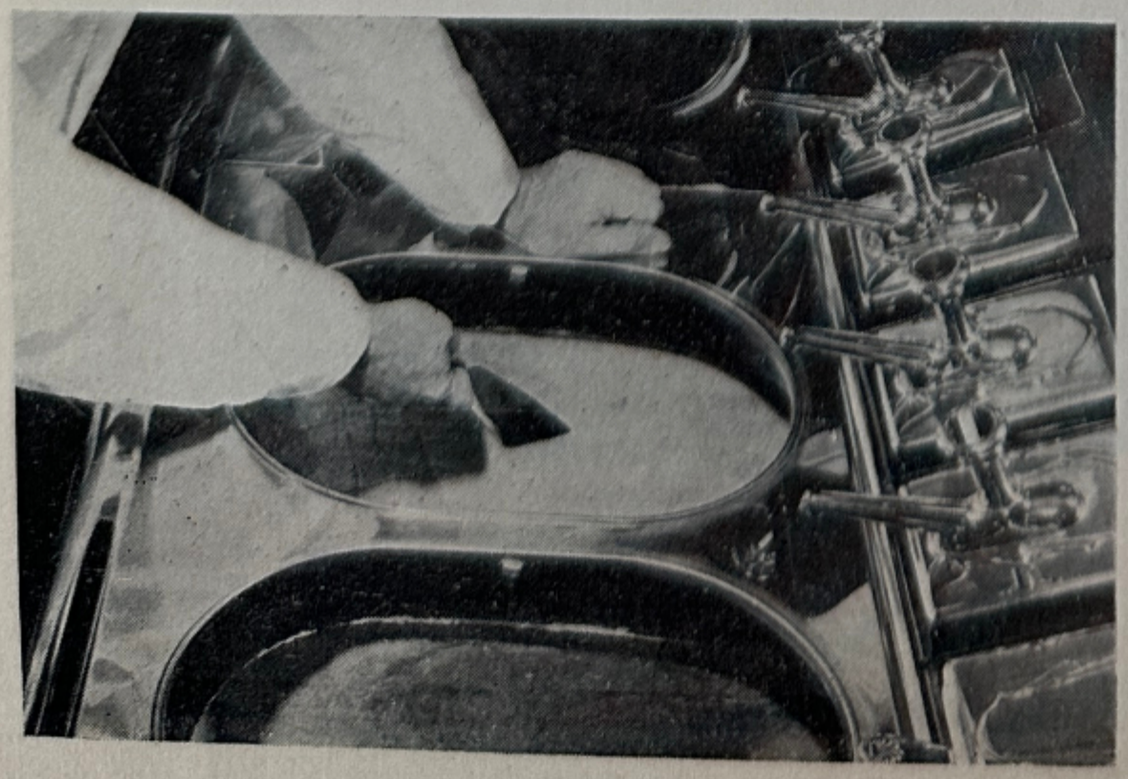
Wash out at least once a week using lukewarm water and a cloth. It is not necessary to melt the ice formation in the syrup rail to accomplish this cleaning and flushing. A rubber drain stopper or standpipe is provided in the syrup rail for draining. Simply wipe off the ice with a cloth dipped in warm water, which will melt a little off the surface, and remove any dirt or syrup that may adhere to it. Rinse with a cloth and cold water. When the flushing is completed, replace the stopper or standpipe and put cold water in the syrup rail to just below overflow level. **NEVER** use an ice pick to remove ice from syrup rail. Keeping syrup rails and syrup rail water baths clean will substantially extend the life of the block tin leader lines and syrup rail linings.

Drip Plates

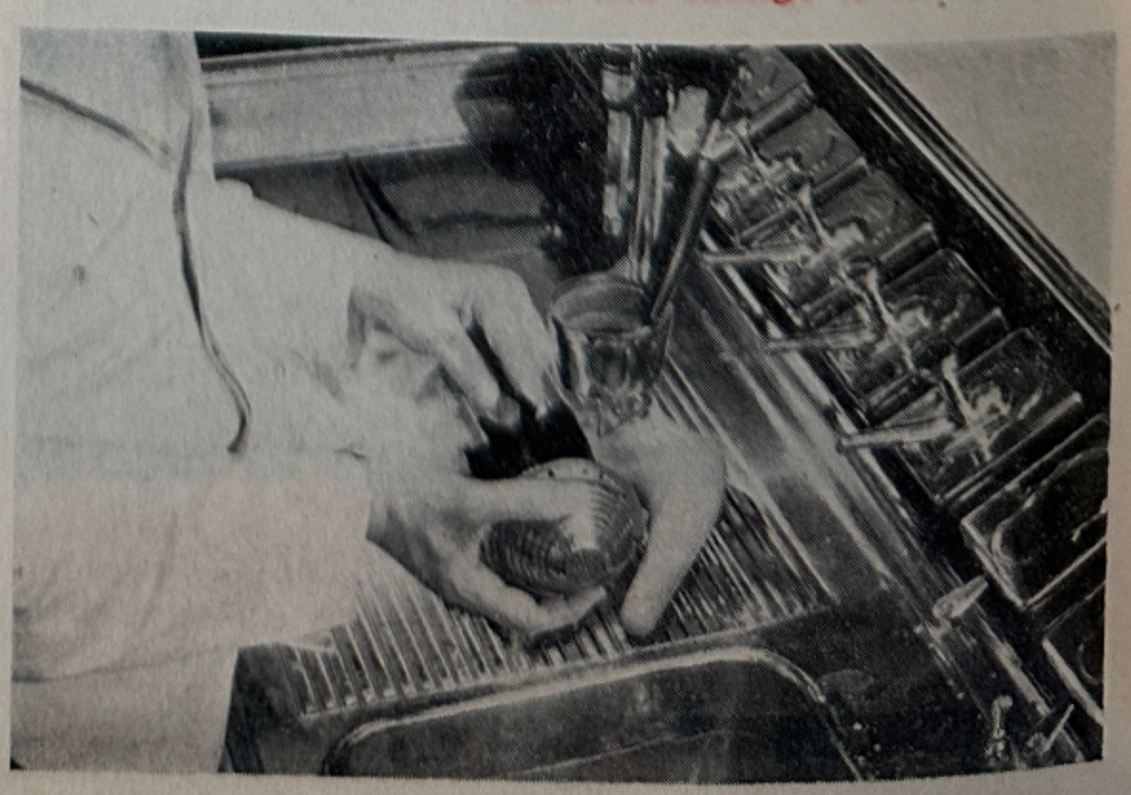
Remove twice a week. Top cover plate should be taken off to wash out bottom section of this assembly. Chipped ice pans should be washed daily.

The drain pipe or trough which carries away the water from the drip plate should be cleaned at least once a week by pouring a mixture of hot water and dissolved bicarbonate

Keep ice cream sleeves clean of accumulated hard ice cream and excess frost. Scrape out with a stiff brush or dull scraper such as putty knife. Never use icepick or sharp pointed tool.



Be sure to rinse fruit juicers daily. First remove the strainer, funnel and pressure cup in order to wash. Dry all parts before reassembling—to prevent rust and damage to chrome finish.



of soda or washing soda into the drip plate slowly. As it runs through the pipe or trough it will free any bacteria accumulation and carry it off through the drain lines. Accumulation in waste lines tends to retain the soda water (carbonic acid) in the line and accelerates corrosion. A soft brush will keep down the formation in the drain troughs or pipes. Clean-out plugs are provided in the "tees" on most drain lines. On some fountains there is a drain trough on the side of the dry storage compartment under the crushed fruit jars which should be brushed and washed down to remove bacteria formation.

Water Cooling Section

It is rarely necessary to completely remove all the ice from this section. Any foreign accumulation can be floated off by adding cold water through a piece of rubber hose and floating off the material into the dry storage section, from which it will pass out the main drain. A soft bristle brush should be used to remove any surface formation on the block tin cooling coils. The water bath in the water cooling section should just cover the top of the block with tin coils and any excess should be scooped off with a dipper or drained out through the drain plug.

However, change the water in this compartment occasionally by removing the drain plug at bottom of the water cooling compartment wall. Remove the standpipe or outlet cap from the storage compartment and allow water from the cooling section to drain through the storage compartment and out through the bottom outlet. The ice which forms around the inside of the drain plug opening may be readily melted by directing the stream from the flushing hose into the hole after removing the plug. **WARNING: This cleaning operation should not be done closer than four hours before the noonday or other busy period because of the load on the refrigeration machine.** It should be done very early in the morning or late at night, the latter being preferable. There is no need to melt the ice off the refrigeration coils but merely wash and flush off the surface of the ice.

GENERAL INSTRUCTIONS

NEVER use an ice pick to remove ice from the coils or compartment of the water cooling section. You may damage the water cooling coil, refrigeration coil or tank, resulting in a serious costly repair. Always **MELT** ice off with water.

A 10¢ store shower hose slipped on a sink faucet is very handy for this cleaning operation and for refilling the compartment with cold water.

Care should be taken not to disturb the block tin coils unnecessarily so that leaks will not develop. Check and tighten any block tin couplings which may be leaking.

Keeping the block tin coils and the water bath clean will substantially increase the life of the block tin through minimizing any tendency to corrode.

Add two tablespoons of baking soda to the water bath each time the water is changed to keep the bath sweet.

Dry Storage Section

Flush and wash out once a week. Wash the sides and bottom with a cloth dipped in a solution of warm water and bicarbonate of soda to sweeten up the compartment.

Draft Arms

Don't permit draft arms to leak. If tightening the take-up screws will not stop the leaking, replace the tumbler and washer. Instructions for this will be supplied by the manufacturer of your soda fountain on request. A tumbler which has scores or fine hair-like grooves in its face will not prevent leaking no matter how many washers are replaced. To stop the leaking it is necessary to replace the scored tumbler as well as the washer. Remove the draft arm nozzle frequently and wash it inside and out.

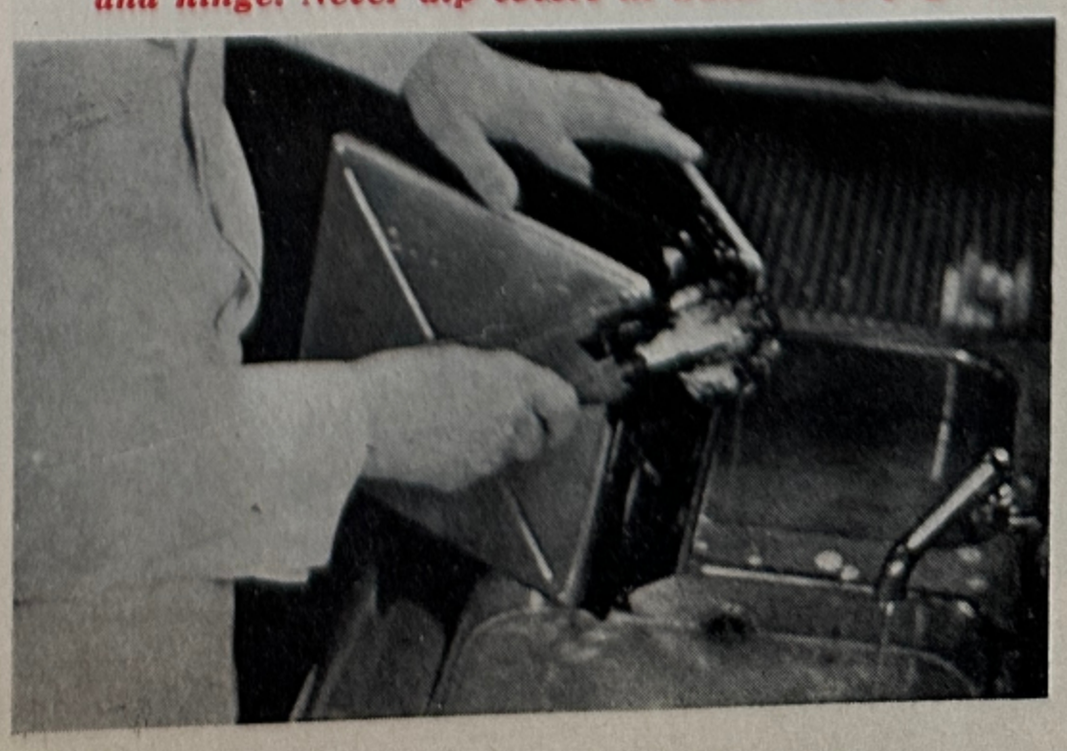
Frozen Soda Water or Plain Water Lines

NEVER thaw soda or plain water cooling coils by using hot water. Sudden heat applied to these coolers will cause a quick expansion and may burst the coolers or lines. First, let the water out of the cooling compartment, and attach a short piece of rubber hose to the cold water faucet at one of the water basins and let this *warm* water run over the coils until thawed out.

If freezing occurs in the small block tin leader pipes leading to and from these coils, they can be thawed out very quickly by wrapping with rags saturated with warm

Flush trough under the syrup jars at least once a week with cold water. A ten cent shower hose slipped on the faucet is handy for this operation and for refilling compartment

*Wipe underside of ice cream covers with a damp cloth as often as needed. Remove any accumulation from around joint and hinge. Never dip covers in water—**See page 16*



water. Do not apply hot water direct to the pipes. Bend the pipes as far as possible from the refrigeration lines or ice to prevent a repetition of the freeze-up.

Refrigerated Salad—Sandwich Table

Defrost as necessary. A thick coating of ice and frost on the outside of the evaporators will act as insulation and prevent properly cooling the compartment.

Refrigeration System

The only attention which the refrigeration system requires is that the electric motor must be oiled at its two bearings, about once every three months. Use only a small amount of a good grade of automobile oil at each oiling and don't flood the bearings.

On systems charged with sulphur dioxide refrigerant, if the odor of sulphur dioxide is detected, indicating a leak in the equipment, turn off the motor and call your refrigeration service company or mechanic. The odor of sulphur dioxide can best be described as similar to that of rotten eggs. This is not a poisonous gas, but it is extremely unpleasant and pungent. In case of a large leak of sulphur dioxide, the odor can be dispelled by sprinkling household ammonia on the floor where the odor is present. Ammonia should be kept on hand at all times to be used for this purpose. It is advisable not to use the ammonia too freely as an excessive ammonia odor is just as undesirable as sulphur dioxide.

Most of the present-day refrigeration systems are charged with Freon refrigerant. A leak may occur on a Freon system and not be detected for some time as this gas is odorless. Loss of gas will result in little or no ice in the water cooling section and warm soda or plain water. Serious shortage will result in soft ice cream and long or continuous operation of the condensing unit.

On air cooled refrigeration machines, clean the condenser fins at least once a month with a soft brush in order to remove accumulated dust. Dust retards condenser action and causes longer operation of the machine. Keep all refrigeration machines clean and free from excess oil and foreign matter.

If any difficulty develops with the refrigeration system on the fountain or the refrigerating machine, your refrigeration service should be advised without delay. Never attempt to make any change in the refrigeration system or controls unless you are thoroughly familiar with its operation and adjustment.

SMALL SERVICE APPLIANCES

Coffee Urns—Coffee brewers and urns should be thoroughly washed out and rinsed with hot water at the close of each day's business. Soda is an excellent agent to use in periodically scrubbing the lining of urns. It will remove and counteract the coffee stains, which become impregnated in the crazed surface of the urn. After the urns are cleaned, the tops should be left ajar, in order that the air can circulate through the urns overnight. Coffee sacks should be removed, and washed in cold water and allowed to dry and air overnight; using hot water to rinse out the coffee sacks tends to set the coffee stains, while cold water removes them.

Drink Mixers—Be careful in placing shakers and hot cups on mixer so that agitator is not bumped. Continuous striking of unit will damage it. Clean with damp cloth and polish with dry cloth. Never use silver polish or other polish which might get into motor to cause trouble. Keep agitator clean by occasionally, during the day, putting a shaker of hot water on machine; turn on current for a few seconds to flush off agitator.

Oil the mixer regularly once a month. Use only fine machine oil and only a few drops. Wipe off any excess. Heavy oil, grease or vaseline will clog the machine. Check carbon brushes every 30 days. When worn to within 1/8-inch of tip, replace with proper brush and spring. Send to manufacturer for proper servicing and repair when the motor, armature or other part needs repairing.

Workboard Accessories—Such units as the refuse chute, dipper wells and glass rinsers should be kept in a perfectly clean condition, in order to avoid foul odors which will develop. Dipper wells should be scrubbed and cleaned and the rinsers should be scoured on the inside. Care should be exercised in order that food, straws, etc., are not allowed to get into the rinser, as it will soon clog up the drain and cause difficulty. Should the rinser become clogged, shut off the water supply and remove the inside frame of the rinser usually by turning it to left. Dirt or sediment can be then removed by using a bent wire or hand force pump. After the line has been opened, screw the frame of the rinser back in place and turn on the water. The rinser is again in operation.

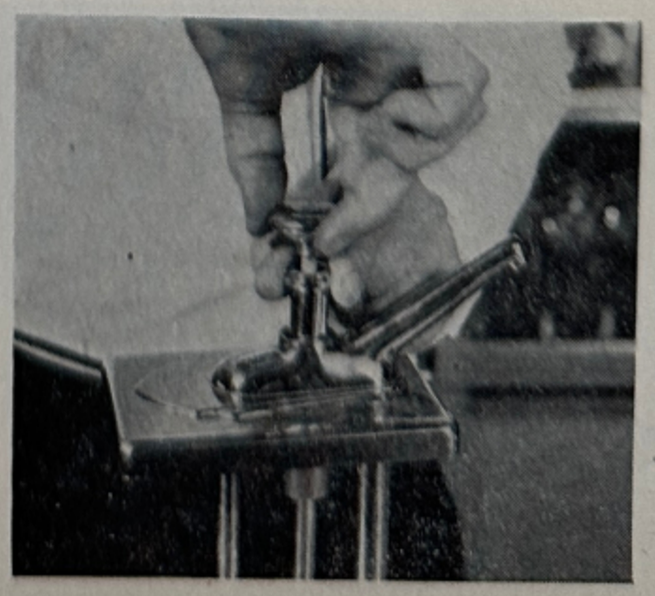
Juicers—Hand Type—Remove strainer, funnel and pressure cup and wash thoroughly each day. Strong soap powders or usual chlorine solution will pit and peel chromium finish. Rinse after the use of mild soap and water.

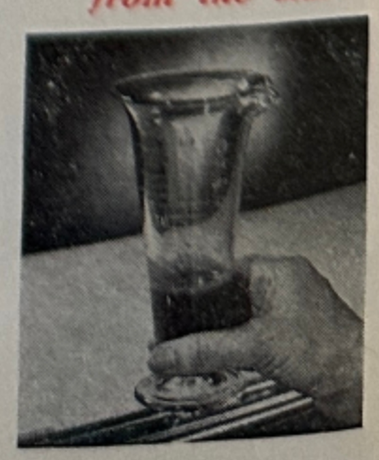
Be sure funnel bracket is dry before reassembling unit to prevent rusting.

Remove and rinse strainers and extractor funnels and rinse with hot water frequently to remove pulp and seeds. Fruit acids, if left to remain, will corrode equipment.

Apply petroleum jelly on all sides of long gear and the pinion gear regularly.

Most pumps can be set to throw any desired volume of syrup by rotating the neck band—to the left to decrease throw and to the right to increase. To be on the safe side check a sample syrup serving each morning in a graduated glass to catch any mechanical deficiency from the start





CARBONATION COMMANDMENTS

YOUR soda fountain's success as a popular refreshment center depends on your serving drinks that are sparkling, pungent and thirst-quenching. Proper carbonation gives life to fountain beverages, brings out true flavor and insures customer satisfaction.

Several things can happen to retard good carbonation; for this reason check your carbonated water frequently.

Refrigeration. Use a thermometer frequently to check temperature. Water that registers from 34 to 36 degrees F. at the draft arm is the first requirement of a perfect drink. If it is over 40 degrees call it to the attention of the person in charge.

Clean Glassware. Thoroughly clean glassware, free of greasy film is important to the sparkle and punch of carbonated drinks.

Syrups. Keep your syrups properly chilled otherwise they will warm up the drink and permit the rapid escape of carbonic gas.

Here is a simple, practical test that will give you a quick check on the carbonation of your water:

Draw a glass of carbonated water and insert a lead pencil into the glass. If the surface of the pencil is immediately covered with very small gas bubbles, the water is well carbonated. If the outside of the pencil is not covered with small bubbles but has only an occasional large bubble, the water is not mixed properly with the gas.

EMERGENCY INSTRUCTIONS

1. Carbonator pumping too long: (a) filter stone or pump inlet screen dirty; (b) water supply shut-off valve closed; (c) water supply may be cut off; (d) automatic electric switch working improperly; (e) weight (on balancing types) too far out in weight arm; (f) pump inlet or check valves not holding; (g) pump may be air bound.

Remedy: Locate cause of trouble and eliminate it.

2. Gas instead of soda water flowing out of the draft arm: (a) electric switch turned off or out of order; (b) fuses blown either at machine or main fuse box; (c) filter stone or inlet screen dirty; (d) water supply shut off; (e) motor burned out; (f) pump checks not holding.

Remedy: If switch fuses and motor are o.k. and turned on, carbonator will be running. If so, trouble must be no water. Shut off machine switch and CO_2 gas. Locate water trouble.

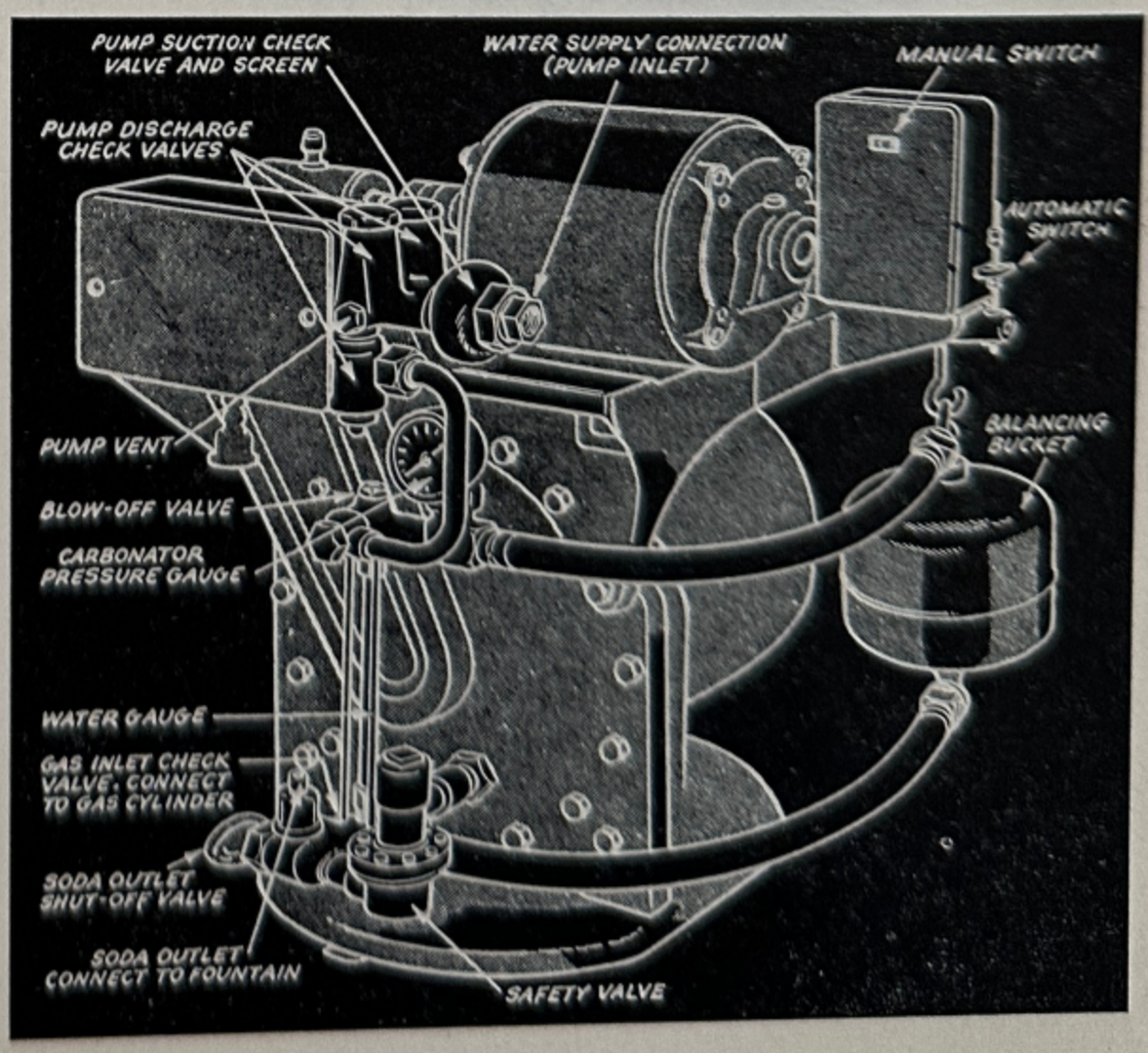
3. Flat soda water may be caused by: (a) gas turned off; (b) regulator pressure adjusted too low; (c) gas tank running low (or empty); (d) broken agitator or shaft; (e) oil or grease inside carbonator body.

Remedy: (a) check cylinder and regulator valve for open; (b) if open, study regulator gauge and readjust to desired pressure. If gauge pressure does not rise after turning adjusting screw to right and there is no sound of gas passing through, cylinder rises, regulator needs adjusting. Set it at desired pressure and draw off water through draft arm until machine starts, then close draft arm.

4. Motor running but carbonator not pumping: See No. 1 (Carbonator pumping too long).

Remedy: If you can't locate and eliminate the cause of the trouble, call service company or carbonator repair man.

5. Switch trouble on balancing bucket type carbonators may be remedied by adjusting nuts at switch box or moving counter weight on balance arm. If you can't locate trouble, call an electrician.



SAFETY FIRST

BE CAREFUL

SAFETY mindedness at the fountain in connection with your own welfare, your patrons, fountain supplies and equipment is an important job requirement. Slap-dash speed, careless handling of dishes, spillage and lack of common sense safety practices, are the prime causes of costly accidents. Most fountain accidents are avoidable if you move and serve quietly and deftly and practice carefulness in all your working habits.

SAFEGUARDS TO OBSERVE ON THE JOB

Walk—don't run—especially when carrying anything. There is always the danger of crashing into people and equipment.

Keep handles of hot cups and other backbar equipment from protruding into working aisle.

Always stop drink mixer before adding more milk or ice cream otherwise it will splatter on mirrors and customer's clothing.

Many injuries are caused by broken or thin soles on shoes, high heels and ragged sleeves. Keep shoe laces tied. Play safe and wear suitable clothing.

Be careful of moving into the path of another worker without warning.

Wooden sandwich boards should be checked carefully for splinters and rubbed down periodically. Don't use wire wool around this unit.

Pockets in your shirts, jackets, or uniform present a possible hazard as any small object may fall out into the food or ice cream.

Dispose of all broken china or glassware immediately. Sweep —don't pick it up!

Cover any spilled substance on floor with a chair before rushing off to get mopping rag—otherwise a customer in the meantime could sustain a serious fall.

Pick up all papers, straws, candy and cigarette wrappings and other floor debris at once to avoid slipping, tripping and falling.

Avoid use of wrist watches while on duty to prevent danger of broken glass flying into food. Hair pins are another object which frequently fall into food—hairnets will minimize this danger.

Mops, brooms, pails, etc. are a constant source of tripping hazards—washrooms, aisles or corridors are not a storage place for such items.

Report all broken rungs, broken marble, defective or unsafe equipment, torn linoleum, or any sharp edges which might cause personal injury or damage to clothes and customers.

Remove all unnecessary bundles, boxes and barrels from the sidewalk.

Check condition of all mats—if loose or turned up, fasten immediately.

Fill all table orders from only one part of soda fountain in order not to jostle or hit a customer with tray.

"Horse play" and practical jokes among fellow employees are a frequent source of accidents.

Keep cork on end of ice picks when not in use.

Examine all table lamps for worn extension cords and sockets.

When removing overhead electric light bulbs use a ladder. Let bulb cool as it might drop on customers or merchandise.

Don't wear bandages, and rubber finger guards while working around food.

When containers for sandwich fillings, butter jars, are chipped—report it!

Keep all insect and soap powders, disinfectants and detergents away from all foodstuffs. Make sure everything is labeled to avoid mistakes.

Open carefully all crates, boxes, etc. in back of store. Pull out or hammer down all nails.

If food catches fire in a pan, don't throw water on it as the flame will spread. Turn off current. Smother flame with salt.

Spectacular tricks with knives when sandwich making are dangerous. Return knives to safety holders or proper place.

Piling dishes in tall stacks that may upset easily is hazardous.

Never turn tumblers over top of milk bottles. Lift milk bottle caps carefully to avoid spattering.

Nesting glasses is one cause of accidents and injury. Stack glasses away from edge of shelf.

To prevent chipping glass and possible cuts avoid touching soda or sundae glass with scoop.

Wipe wet hands before handling china and glassware.

Be careful of leaving an empty silex container on a hot burner.

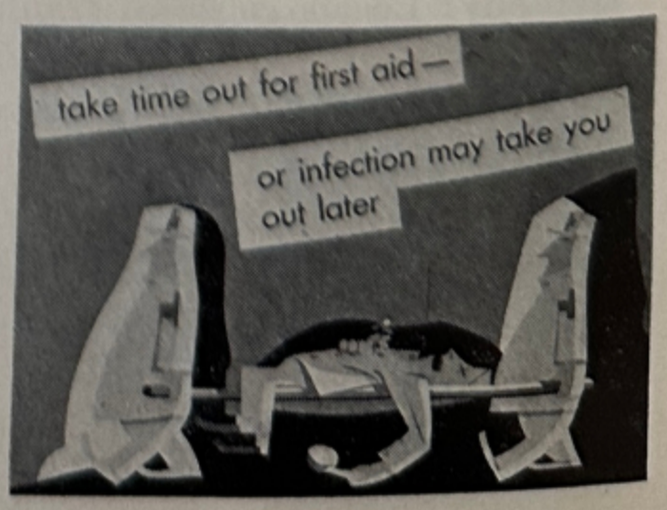
Empty waste baskets—try turning upside on newspapers. Do not try to remove contents with your hands.

Cold beverages should not be poured into hot glasses.

Close your ice cream cabinet lids immediately after use—otherwise the ice cream will soften and foreign substances and moisture may fall into the product.

Don't slide sodas and sundaes on counter slab. It is not only "smart alecky", but a source of breakage and accidents.

Report every injury, however slight, to your immediate supervisor



HANDLE SUPPLIES CAREFULLY

USE all supplies carefully and properly. Everything you handle, food, syrups, napkins, aprons, washing powder, uniforms, glass or chinaware has a cash value. The care you exercise in controlling waste and breakage determines your personal efficiency in the eyes of your employer.

Fountain Supplies

Paper Containers: Store in a clean, dry, dust free place. Wax coated paper containers for ice cream, hot or cold drinks, tend to warp unless they are properly stored against extreme temperatures. Nest ice cream containers and cap top container. When filling orders always use bottom container.

Soaps—Washing Compounds: Measure and control the use of all soaps, washing compounds and detergents. Determine exactly how much soap or compound is necessary each time the water in sink or dishwasher is changed.

Towels: Utilize empty flour and sugar sacks for rough cleaning, wiping appliances, ranges and other equipment. Hang up all wet towels overnight to dry. Place only soiled, dry towels in laundry bag.

Uniforms: Avoid heavy soiling, particularly grease, nail polish and other harmful stains which may permanently damage the fabric. Never use aprons or napkins for cleaning cloths.

Wooden Utensils: Store wooden spoons and forks in a compartment protected from dust. Low temperatures are better than high. Never store, however, in refrigerated cabinet. Be careful of damp location. Unwrapped wooden utensils are also apt to pick up odors if placed next to any strong smelling goods. Be careful of damp locations to avoid warping.

Waste-Cutting Pointers

Bread: Clean out bread drawers daily to prevent accumulation of stale or moldy bread. Use day-old bread for toast. Stale bread can be ground for bread crumbs or used in puddings and stuffings. Keep fresh bread wrapped in waxed paper.

Butter: Keep under refrigeration at all times in the coldest part of box. Keep covered or wrapped since butter picks up foreign odors quickly.

Catsup: Sours quickly around exposed rim of bottle so keep in cool place until ready for use. Any residue in "emptied" bottle can be diluted with water and used in preparing sauces.

Cocoa: Dampness causes it to become moldy—so keep tightly covered. Store in a cool, dry place.

Flavoring Extracts: To avoid evaporation and loss of flavor keep tightly corked.

Gelatin: Keep container covered to prevent moisture lumping contents. Do not dip out with a wet spoon.

Frozen Foods: Keep in freezer unit. Remove from container only the amount which is needed—put rest back in freezer. Do not defrost frozen vegetables before cooling. Frozen fruits, however, should be allowed to defrost overnight in the refrigerator.

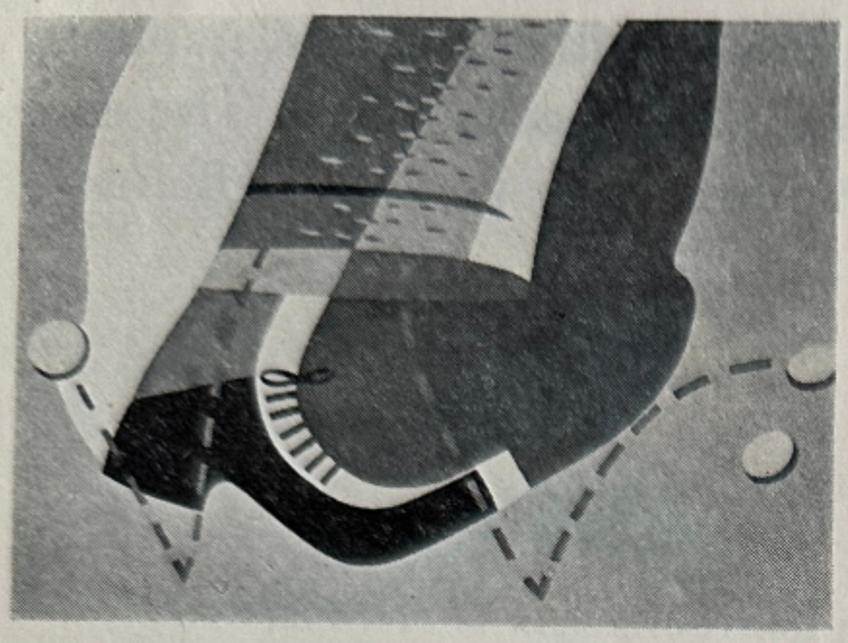
Ice Cream Cones: Protect against moisture by keeping covered. If cones soften or toughen in rainy or muggy weather, oven heat will often restore crispness. Place in a flat pan with top of cone down, put in oven with door slightly open.

Nuts: Keep nuts in a cool, dry place in a covered container. Inspect frequently for signs of infestation. Never put new nuts on top of old nuts or into a container not thoroughly washed.

Spices: Keep containers sealed tightly to prevent evaporation of essential oils and flavor.

Syrups (Fountain): Check adjustment of pumps immediately after cleaning. Check amount pumped in a graduate glass when syrup is cold. A temperature of less than 50° is necessary in syrup rail section. (See page 18.)

DESIGN FOR

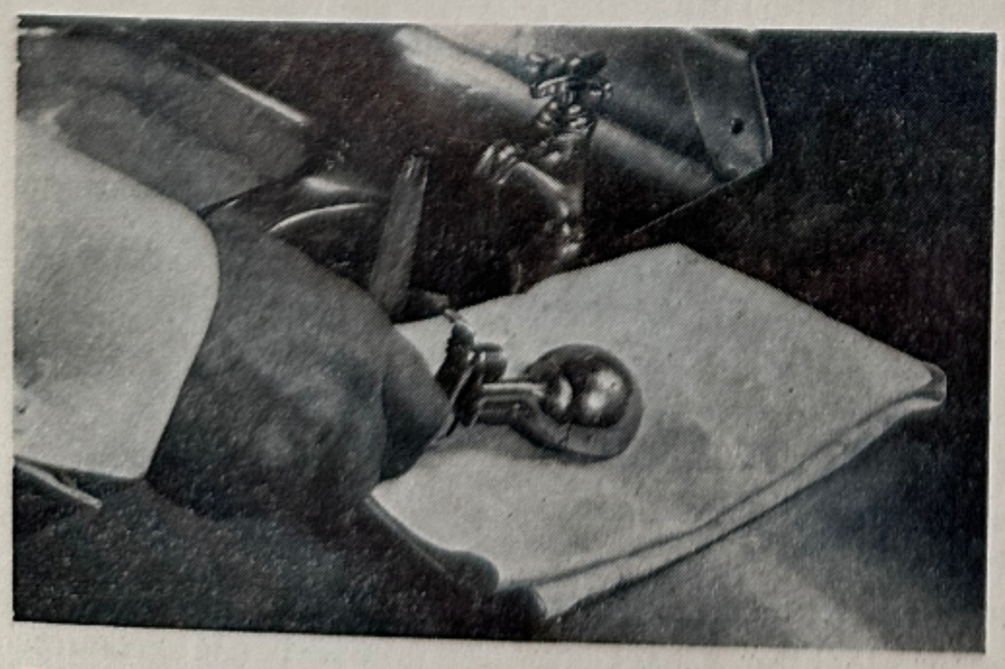


DIPPING looks so easy to the inexperienced that they must wonder over the great stress placed on this seemingly simple procedure. Yet incorrect dipping is like a hole in a man's pocket—pennies, nickels and dimes—a store's legitimate profit can trickle away. And only a store that makes a profit can assure you a steady job.

Dipping can be simple if you follow these Sealtest play-by-play pictures. Your skill in preparing all soda fountain ice cream dishes depends on your mastering this essential knack. Practice makes perfect!

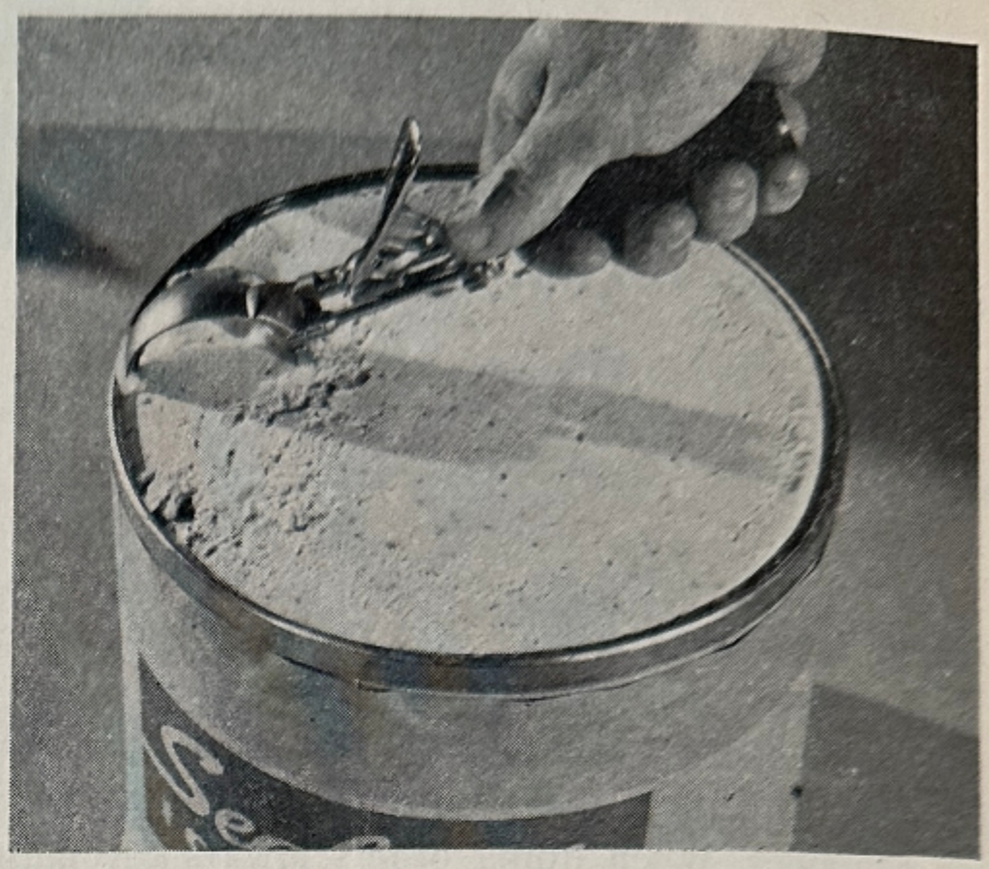
Bread, cake and other foods contain air cells. As a result these products are light and edible. But when these products are crushed they become heavy, leathery and of poor texture. So it is with ice cream. Without air cells ice cream would resemble lard and lack eye and taste appeal. Your job is to keep ice cream in ideal serving condition for edibility and profit. So—remember, cut, never dig with the dipper—it crushes the light texture of the ice cream, produces a ragged looking product, and lessens the profitable number of servings that are obtainable in every gallon of Sealtest ice cream.

PLAY-BY-PLAY TECHNIQUE



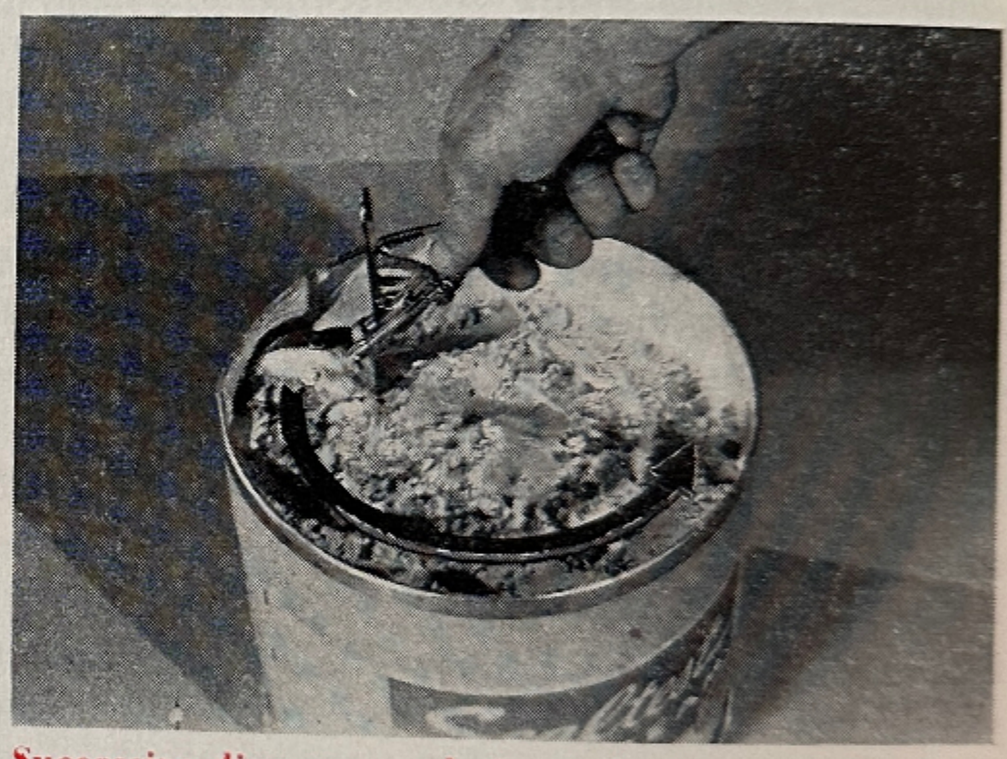
1

Always shake all excess water from the dipper when you remove it from the well. Then tap it on a clean, folded towel to remove surplus water. If you place a dripping dipper into ice cream, the drops of water freeze into ice crystals and ruin texture and taste



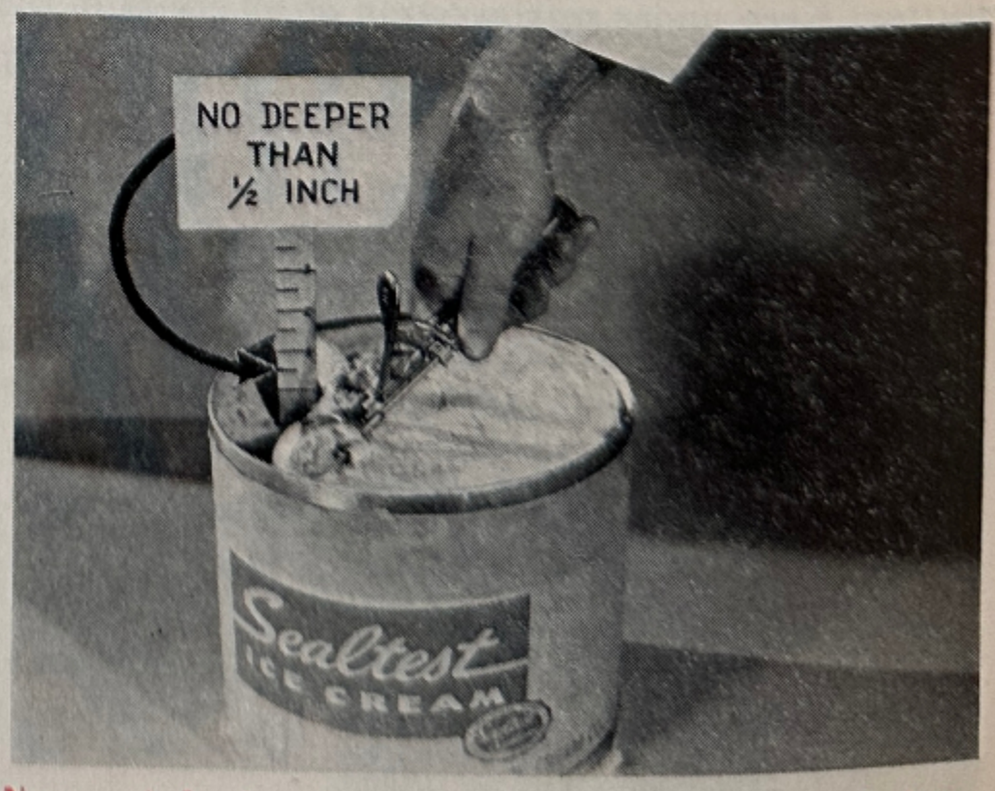
2

Always start at the edge of the container. Roll, rather than dig the ice cream into the dipper



3

Successive dips are made in circles across the surface of the ice cream until an even layer is removed. If you do this, you can avoid leaving ice cream adhering to sides of can which has to be scraped down



4

Never sink the dipper more than a half inch into the surface of the ice cream. Scoop should cut out each serving without crushing. By lowering the surface level evenly throughout, you will obtain a greater number of portions in each gallon

DIPPING

Correct Packing For Carry-Out

CARELESS packing of bulk ice cream for carryout or home service can result in a substantial loss for your fountain. The chief reason is the heavy hand pressure placed down on the ice cream spade during the packing process. This destroys the texture and quality of the product and cuts down on the volume or number of servings that can be made.

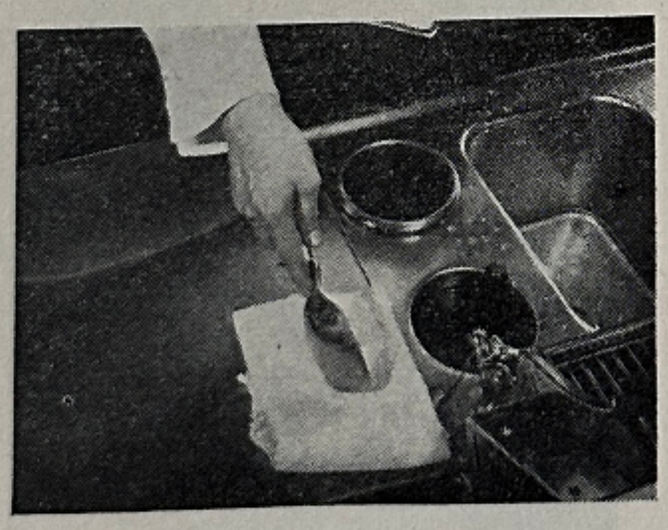
Round cartons do not require metal forms or molds, but the sidewalls of the square or rectangular package should be braced by placing in a metal form. The ice cream spade should be sharp-edged at bottom as well as sides to cut and package ice cream profitably.

By following the methods described and illustrated below you still give the customer full and ample measure and also insure getting a profitable yield out of each container of bulk ice cream.

Here's How . . . !

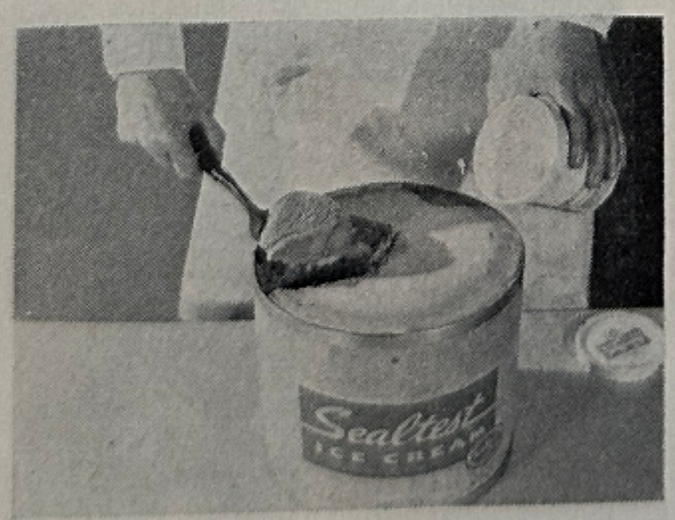
1

The first step in proper packing is to make certain there is no surplus water on the spade. Tap it on a dipper pad or clean folded towel to prevent drops of water getting into ice cream and forming ice crystals



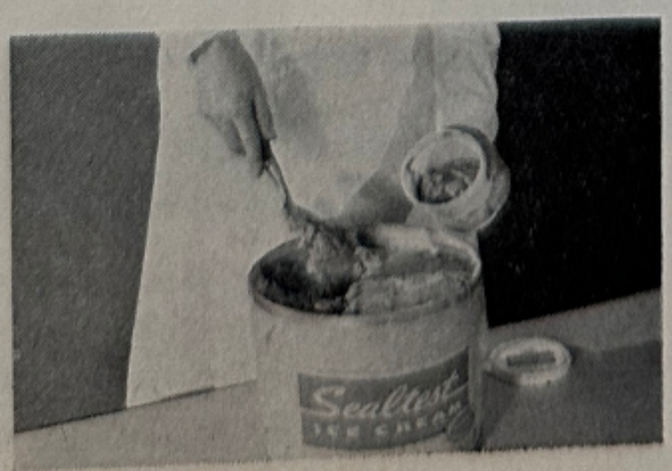
2

Cut the first portion of cream as near to the shape of the carton as possible. Lay the ice cream in the carton. Tap lightly with the sharp end of the spade to fill carton corners



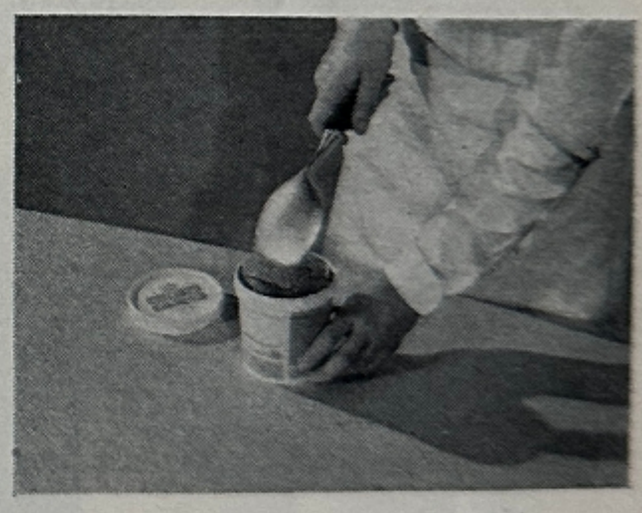
3

Cut the next portion slightly larger to fit the container without crushing. Run the spade under the ice cream and lift upward



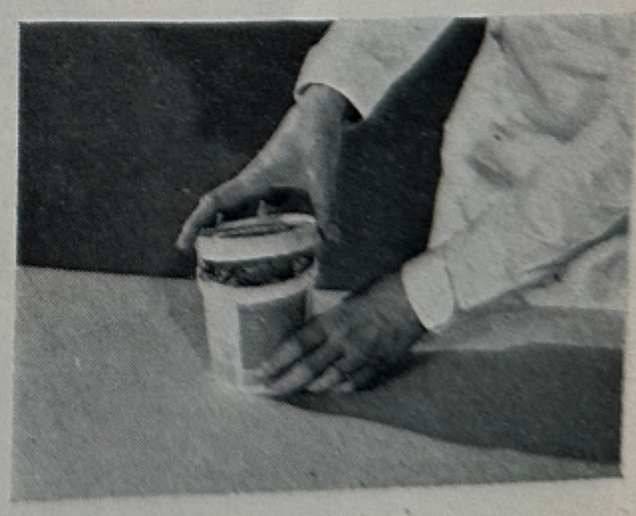
4

Finish with a portion of ice cream of the right size to fit the remaining space. Don't pack the ice cream too hard. Never use the flat of the spade to pack ice cream down. Always use the sharp end of spade



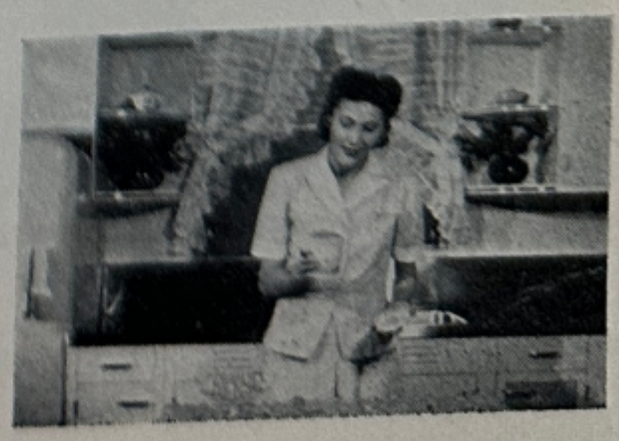
5

The final step is to close the cover with a slight downward pressure to the top of the carton level. Remember, do not press ice cream more than is necessary because it destroys texture as well as the volume of product



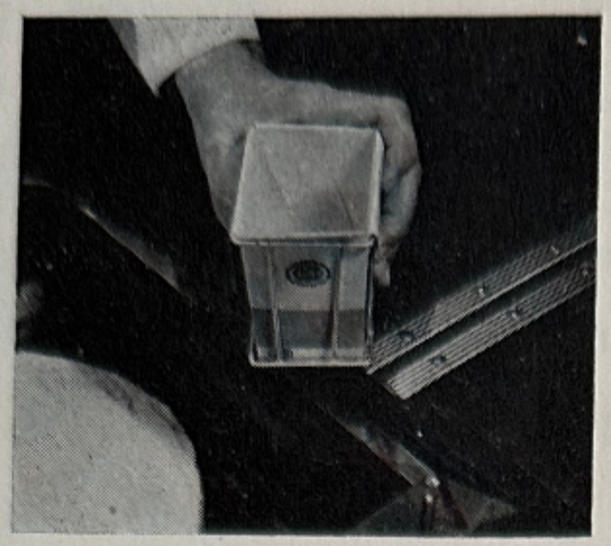
6

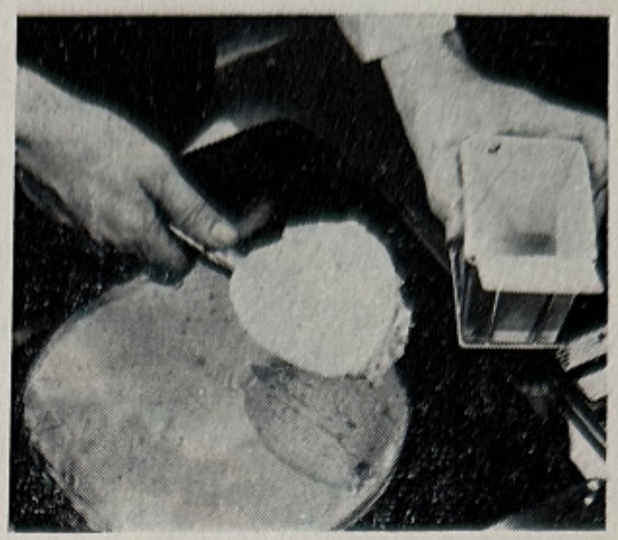
Proper packing insures a profit for your store and guarantees customer satisfaction. When the package is opened it gives the appearance of a generous portion as well as protecting texture of ice cream



CORRECT PACKING . . .

1 *There is a slightly different method used in packing square containers. First place package in metal form. Press all flaps down and hold three flaps with left hand. Keep hand far enough away from top to avoid touching the ice cream* →



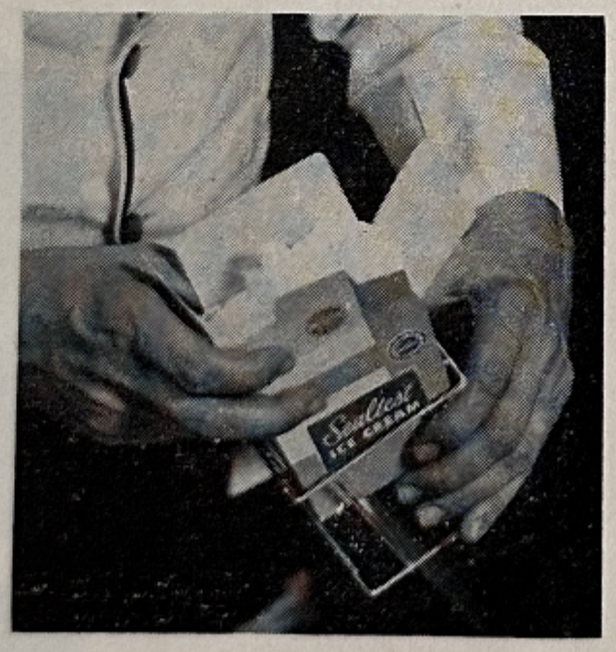


← **2** *Hold spade at right angles to side of can and cut in a circular motion enough ice cream to fill box one half. Do not press down on ice cream. Then cut another like amount and place in box. This should fill it, leaving a little cream protruding over top*

3 *With your spade in an upright position, gently press the ice cream with the sharp end of the spade. This fills the bottom and the lower corners* →

← **4** *Now take enough iee cream to finish off one corner. Do same on other three corners. The box in its metal form may be rested on the cabinet, to allow your right hand to spade freely*

5 *Pull the flaps of the box to an upright position. Do not close flaps. Remove box from the metal form or mold at this point* →



← **6** *Put box of ice cream into a paper bag and gently press bag opening together. A prime step saver is to store all carry-out materials together — boxes, molds, bags and the wax paper*

GENERAL HANDLING INSTRUCTIONS

Since ice cream is so delicate and perishable, handle it carefully. Follow these extra pointers on handling this delicious and nourishing dairy food.

1. ***Report any softening of ice cream immediately. Keep cabinet covers tightly closed between servings.***
2. ***Inspect dipper well frequently—see that water is clean and free running.***
3. ***Keep ice cream can seal unbroken until ready for use.***
4. ***Always remove excess water from dippers and spades—pat on clean, dry towel or pad before dipping.***
5. ***Do not transfer ice cream from can to can.***
6. ***Avoid storing anything but ice cream in cabinets.***
7. ***Change counter towels frequently to avoid odors.***
8. ***Avoid digging down in center of can leaving ice cream plastered on sides. Otherwise sides have to be scraped down—this ice cream softens and causes lumps and crystals when it refreezes.***

ICE CREAM SODAS

The Sealtest Way!

PROPERLY made ice cream sodas can build a reputation for any fountain organization that will attract and hold countless patrons of all ages. In fact one of America's outstanding fountain-restaurant organizations can actually claim an international reputation on its ice cream sodas alone.

The ice cream soda's year 'round appeal as a thirst-quencher, nourishing appetite appeaser, energy "pick-me-upper" and cheering get-together treat can be a headliner in your fountain service. Once you have mastered the step-by-step pattern continue to follow formulas so that your customers can be sure to depend on getting their favorite Sealtest sodas made exactly the same way, each and every time.

Building an ice cream soda the Sealtest way is easy. Of course, you must use a quality ice cream, flavorful syrups, sparkling cold carbonated water—all properly mixed. And don't forget rule number 1—your glassware must be spotless.

The pictures below will guide you:

1

Use an ounce and a half of quality syrup or chilled, crushed fruit. That amount is equivalent to about one ladle or one stroke of the plunger. See page 18.

2

Add a generous soda teaspoon of whipped cream or its equivalent of table cream. Blend with the syrup by stirring thoroughly with soda spoon. Be sure to remove the soda spoon after this is done

3

Then, use the fine soda stream to mix the syrup and the cream thoroughly, rotating the glass with the stream directed against the side of the glass until it is about two-thirds full. Don't stir soda water with spoon

4

Your next step would be to float two generous dippers of ice cream into the mixture. Now if you've done all the first steps right, the glass will be full and the soda rich and flavorful and tops in eye appeal

5

If more carbonated water is necessary, direct it against the side of the glass to avoid hitting the ice cream and forming ice crystals. Serve straws, spoon and napkin alongside ice cream soda

SUNDAES THAT TEMPT!

THE first requirement of a good ice cream sundae is eye appeal! Attractive to look at, pleasant to taste should be your guide to sundae making. And be sure it's good value for the money.

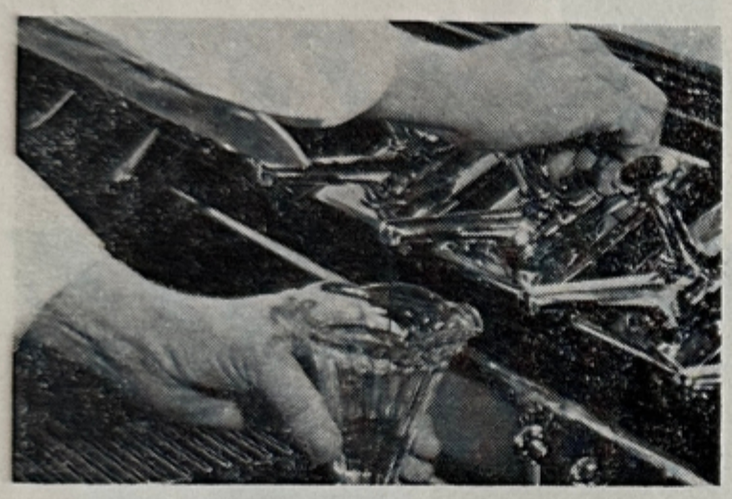
Neatness heads the list—so be careful with each step—a few seconds longer in the making produces all the difference between a professional and a slapdash job. Here is a fountain ice cream special where you can use your imagination in choices of ice cream, garnishings, fruits and flavors and color contrasts.

Dip your ice cream correctly to assure texture—be liberal with your fruits and flavorings, yet cautious not to drown the ice cream or spill over the dish. Let your eye guide the garnish—just enough to give the appetizing touch and color contrast to set off the dish to its best advantage.

Let's start doing it right—the Sealtest way!

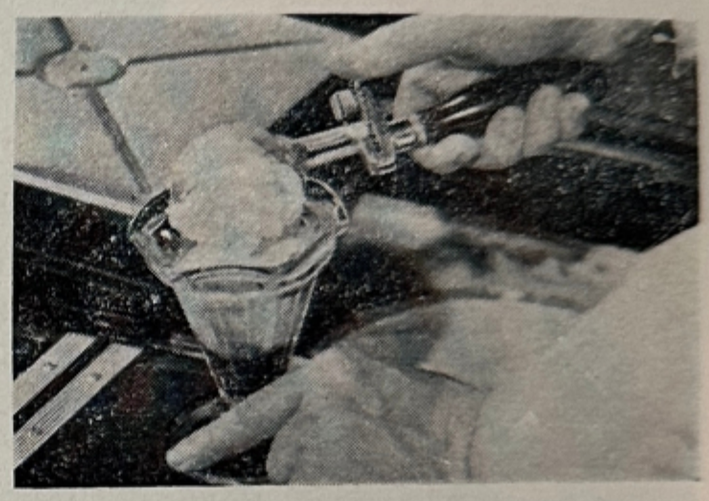
FOLLOW THE STEPS PICTURED BELOW:

1



Ladle or draw a half ounce of syrup or crushed fruit into a dry, sparkling tulip sundae glass. That should be enough to cover the tapered bottom of the tulip dish. Stir all topping or crushed fruits before each service

2



Next — two generous dippers of the quality ice cream — Sealtest! Don't force the ice cream down into the dish — it'll destroy its texture and eye appeal. Use a correct size dipper. Good measure indicates good value

Serve each sundae with a glass of cold water, spoon and napkin. See pages 30-34 for recipes of popular sundaes

3

Around the ice cream, pour a ladle or one ounce of syrup, nuts, or crushed fruit. Avoid spilling any of the syrup or fruit on the outside of the glass. By leaving a bare spot on top of ice cream you will prevent whipped cream sliding off and avoid spillage

4

Next, carefully top with whipped cream, marshmallow, or other dressing according to sundae desired. This step is very important because a top-heavy, dripping sundae is neither appetizing or good for repeat fountain business

5

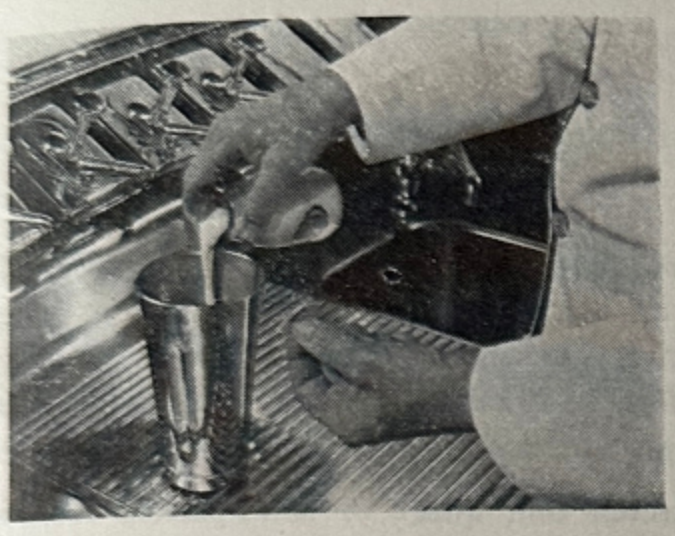
Last but not least, the finishing touch. The garnish! Just enough to give the appetizing touch and color contrast to set the dish off to its best advantage. Cherries, nut meats, sprinkles and other garnishes should be handled with a spoon, fork or tongs—never use your fingers to handle food

RIGHT OFF THE MIXER!

(Mixed Milk Drinks)

TO be really good and palatable, mixed milk drinks, including malted milks, should be made according to a set formula—not a hit-and-miss of this and that ingredient, hurriedly thrown into a mixing cup and on to the mixer. As both a nourishing food and appetizing drink, milk shakes have no rival. It can be served with a sandwich as a beverage and dessert. Many customers make it a complete meal in itself.

Almost any flavor of syrup or ice cream may be used in the preparation of these popular fountain beverages. They can be made *thick or thin*, depending on customer preference; but the chief rules to remember are to keep all the ingredients as cold as possible, mixing containers and glasses prechilled, the milk and ice cream at low dipping temperature. Allow sufficient time to whip in the maximum amount of air (*about 1 minute is required*) to insure a smooth, thoroughly blended drink mixture.



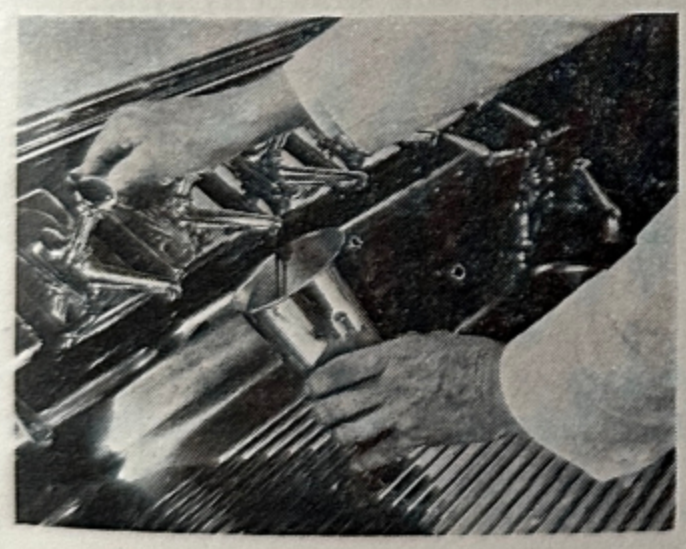
1

Pour the correct amount of cold milk into a pre-chilled mixing cup. Some people like their malted very thick. For them, use 4 ounces of milk. If they prefer it thinner, use 6 ounces—thin, use 8 ounces, or a half pint bottle of milk

Finally, fill malted milk glass two-thirds full in view of the customer. Place the mixing cup with the remainder of the drink beside the glass, for the customer to finish

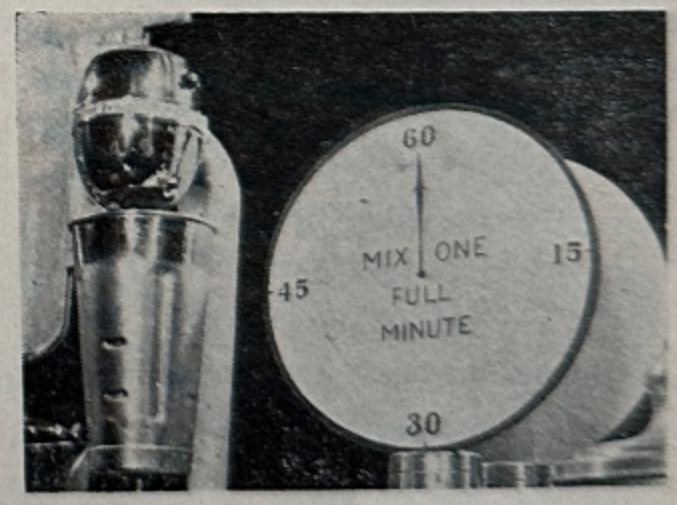
4

Then, two rounded teaspoons of Sealtest malted milk, or one serving from an automatic dispenser. If an egg drink is requested, now is the time to add the egg



2

Next, add one to one-and-a-half ounces of quality syrup, depending on the amount of milk you are using. Be careful with your syrup —too much syrup can spoil the flavor of a good mixed milk drink



5

Place the cup on the mixer until the ice cream is dissolved and the mixture is blended smoothly. That should take roughly a minute. Do not overmix it—this tends to warm the drink and splatter the backbar

3

Now, add two generous scoops of the requested flavor of Sealtest ice cream. Dip according to instructions on page 22

6

An extra bit of showmanship which adds to both taste and eye appeal is to wipe the inside of a clean, dry, thin-walled glass with a soda spoon of whipped cream

SIMPLE-AND-EASY-

EVERY earnest soda fountain salesperson should know how to prepare and combine simple and easy-to-make syrups, the backbone of all soda fountain service. Inferior syrups can ruin even a well-made drink or dish using the finest ice cream. Don't skimp on the quality of ingredients which can make or break a fountain's reputation. The only test for a fruit or syrup is: How does it taste in combination with ice cream?

Some fountains make their own syrups. Others buy them completely prepared. Never judge the commercial product by price alone. Put it to the test outlined above.

Here is a list of the most popular fountain fruits and syrups, with instructions for the making along with a list of colorings, flavoring extracts, miscellaneous toppings that should be in stock at every well-equipped fountain.

Basic Fruits and Syrups

Plain or Simple Syrup

(Hot Water Formula)

7 lbs. refined sugar

½ gallon boiling water

Method: Bring water to boiling point. Turn off heat. Add sugar. Stir while cooling until sugar is dissolved. Keep well covered in a cool place. Yield: 1 gallon.

(Cold Water Formula)

7 lbs. refined sugar

½ gallon clear, pure cold water

Method: Mix in a clean, dry, bottle, jar or crock. Stir thoroughly. In 2 or 3 hours solution will clear. Strain. Keep well covered and store in a cool place. Yield: 1 gallon.

Thin Syrup:
1 part sugar to 3 parts boiling water.

Medium Syrup:
1 part sugar to 2 parts boiling water.

Thick Syrup:
1 part sugar to 1 part boiling water.

Chocolate Syrup

Since chocolate is demanded in 65% to 75% of fountain items, it is essential that this syrup be the best in flavor, texture and keeping qualities. Chocolate is processed in single, double and quadruple strength syrup. When diluting with simple syrup, always follow manufacturers' instructions detailed on container label.

For those fountains making their own syrups—be sure to select a quality chocolate powder. Measure all ingredients and follow a tested formula. Chocolate syrup made according to the following formula will be thin enough to work through your chocolate pump and sufficiently thick enough when placed over ice cream.

Chocolate Syrup Formula

1 lb. quality bittersweet chocolate powder

5 lbs. granulated sugar

½ gallon boiling water

Method: Mix chocolate powder and sugar thoroughly—breaking up all lumps. Add this mixture to boiling water. Apply heat and bring to an active boil, stirring constantly with a wire whip to avoid scorching. Shut off heat, stir while cooling. When cool strain into a clean, wide-mouth bottle or jar and cover quickly.

Never serve chocolate syrup filled with fine bubbles—this indicates fermentation.

Concentrated Syrups

Concentrated syrups, or a three-to-one syrup, are made ready for use, usually by the following formula. To one quart of concentrated syrup, add 3 quarts of plain syrup, 1 ounce of 50% fruit acid solution. Add coloring if necessary. Mix well and place into glass jar.

Syrups Made With Extracts

Most syrup manufacturers have various formulas, due to the different strength extract. To obtain the best results, follow the formula given on label of container. Here is a partial list of flavoring extracts that are available for fountain use: almond, apple, banana, birch beer, coffee, cherry, ginger, grape, lemon, lime, maple, orange, peach, peppermint, pistachio, spearmint, etc.

Fruit Acid Solution

To make 1 quart of fruit acid solution, place 1 pound of citric crystals into a quart container. Fill container with water—allow crystals to dissolve. This makes a 50% solution. Fruit acid solution can also be purchased ready for use.

Crushed Fruit

Crushed fruit can be purchased in ½ gallon or 1 gallon jars, ready for use or solid-packed. The most economical way is to buy solid-packed and cut three-to-one with plain syrup.

Stretch one quart of solid-packed crushed fruit with three parts of flavored syrup. When citric acid is specified on manufacturer's label, it should be used.

Crushed Strawberries

The best and most economical way to purchase strawberries is in solid-pack form. Dilute three-to-one with strawberry syrup.

Caramel

Most caramel is packed to stand a 50% cut—one part plain syrup to one part caramel.

Marshmallow

Follow instructions on container. To achieve best effect and the most economical use, marshmallow should be thoroughly whipped. (See page 35.)

These recipes have been tested, tried and used by many successful fountains.

Butterscotch Sauce

7 lb. light brown sugar—add 1 pint light cream. Mix and bring to a boil. Add 6 lb. corn syrup and boil again. Add 3 pints light cream. Bring to boil and melt in 1 lb. butter. Yield: 2 gallons.

Coffee Syrup

To 3 lbs. reasonably priced coffee—add 2½ gallons water and soak over night. Bring to a boil, strain, add 15 lb. sugar and strain again. Yield: 3 gallons.

TO-MAKE SYRUPS

Lemon Syrup

To one quart of simple syrup add ¼ lb. grated lemon rind, and ¼ oz. fruit acid solution. Bring to a boil; strain through cheesecloth. Yield: 1 quart.

Lime Syrup

Substitute lime rind for lemon rind and proceed as for formula for lemon syrup. Yield: 1 quart.

Orange Syrup

Substitute grated orange rind and proceed as indicated for lemon syrup.

Vanilla Syrup

Add vanilla extract according to amount of simple syrup and to taste.

Fudge Sauce

Mix 13 lb. sugar and 6 quarts water. Boil and stir in 1½ lb. corn starch diluted in one pint of water. Shut off at desired consistency and melt in one pound of butter. Yield: 3½ gallons.

Jiffy Strawberry Fruit

1 lb. box frozen berries
4 oz. sugar
6 oz. cold water

Cover the defrosted berries with sugar and let stand 5 to 10 minutes in a fruit crock or jar. Add water, mix and serve. Benzoate of soda may be added.

Jiffy Pineapple Fruit

No. 2 can crushed pineapple
4 oz. sugar
6 oz. cold water

Cover the pineapple with sugar and let stand 5 to 10 minutes in a fruit crock or jar. Add water, mix and serve. Benzoate may be added.

Acid Phosphate

Dissolve one ounce of citric acid crystals in 10 ounces of water. 2 dashes of this mixture are sufficient for making a 10 ounce phosphate drink of: grape, cherry, lemon, orange, lime, or other fruit drink.

Ginger Syrup

1 quart thick simple syrup
1½ fluid extract of ginger
¼ oz. fruit acid

Mix thoroughly. Keeps indefinitely. Yield: 1 quart.

Mint Syrup

2 lbs. basic simple syrup
2 oz. corn syrup
1 oz. mint extract

Method: Boil once, let simmer 5 minutes and strain through cheesecloth. Salt to taste. Yield: 1 quart.

Caramel Sauce

2 lbs. dark brown sugar
½ cup butter
1 pint cream

Method: Place in a double boiler, cook, stirring occasionally, until thick as syrup. Pour into a jar, cool and keep covered in the refrigerator until needed. Reheat in fudge warmer when ready for use or place jar in hot water to soften contents. Yield: 1 quart.

Chocolate Mint Sauce

8 squares unsweetened chocolate
1 cup water
2 cups granulated sugar
¼ teaspoon salt
½ cup butter
1 teaspoon vanilla extract
1 teaspoon peppermint extract

Method: Blend chocolate and water thoroughly. Place over a low flame, stirring until smooth. Add granulated sugar and salt—stir constantly until sugar is dissolved and mixture thickens. Add butter, vanilla and peppermint extract—mix thoroughly. Store in refrigerator. Reheat over hot water when needed. Yield: 1 quart.

Chop Suey Dressing

Grind ¼ lb. each of figs, raisins, dates in food chopper and also ½ lb. of walnut meats. Add ¼ lb. shredded cocoanut, 1/3 lb. crushed cherries, 1/3 lb. crushed pineapple. Combine with 1 quart each of maple and simple syrup. Store in crock jar. Stir well before using. Cherry syrup can be substituted, if desired, for simple syrup.

Raisin Cream Sauce

To a pound of ground seedless raisins, add 1 pint of heavy cream and ½ lb. powdered sugar. Boil until thick enough to be of running consistency. Store in a cool place.

Crushed Banana

Peel, scrape and cut 6 ripe bananas into thin slices. Place into a whipping dish and whip to a pulp with cream whipper. Add 3 gallons of simple syrup. Keep in a cool place.

Peanut Butter Fudge Sauce

Combine peanut butter and chocolate syrup and mix to a fudge consistency. Two parts chocolate syrup to one part peanut butter produces a highly palatable syrup and topping.

Fresh Fruit Cocktail

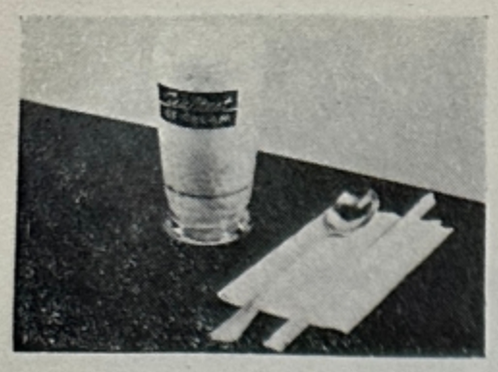
4 apples	6 navel oranges
1 grapefruit	¼ lb. quick frozen berries
4 pears	chopped red cherries
4 plums	1½ lbs. granulated sugar

Method: Dice fruit in half-inch pieces. Save all juices and add to sugar. Pour over cut fruit. Keep refrigerated for best results. Recipe can be halved or doubled to meet requirements.

Preservative

Dilute 1 oz. powdered benzoate of soda in one pint of warm water. Use one soda spoon full of the dilution to keep indefinitely. Shake before using.

Sealtest recommends that all fruit toppings should be diluted with syrup of the same flavor instead of plain simple syrup. The difference in the finished product is greatly improved by this method—in fullness of flavor, color and taste. Solid packed fruit can be stretched one-third further than with simple syrup and the quality is greatly improved.



SODA FOUNTAIN RECIPES

Standard Formulas Every Fountain Salesperson Should Know

PROBABLY no other country in all the world can claim the distinction of having a beverage so internationally known and liked as this truly American creation—the ice cream soda.

There is no limit to the number of original ice cream soda combinations that a fountain salesman with a sense of flavor and eye for color may work out almost as fast as he can think. However, palate-tempting dishes take practice. But mastering the standbys is your first job in hand. With these ice cream sodas as a backlog, new variations may be tried gradually until a special group of soda specials can be built up for an individual fountain.

Here are ice cream soda recipes gathered by Sealtest from many sources and various parts of the country. They will help build business and customer satisfaction. Don't trust to memory—review these formulas regularly.

Sodas

Double-Chocolate Soda

1½ oz. chocolate syrup
*1 soda spoon whipped cream
2 generous dippers Sealtest chocolate ice cream
Carbonated water

Black and White

1½ oz. chocolate syrup
*1 soda spoon whipped cream
2 generous dippers Sealtest vanilla ice cream
Carbonated water

Vanilla Ice Cream Soda

1½ oz. vanilla syrup
*1 soda spoon whipped cream
2 generous dippers Sealtest vanilla ice cream
Carbonated water

Double Strawberry Soda

1½ oz. crushed strawberries or syrup
*1 soda spoon whipped cream
2 generous dippers Sealtest strawberry ice cream
Carbonated water

Strawberry-Pineapple Soda

¾ oz. crushed strawberries or syrup
¾ oz. crushed pineapple or syrup
*1 soda spoon whipped cream
2 generous dippers Sealtest ice cream—(vanilla or strawberry may be used)
Carbonated water

Pineapple Ice Cream Soda

1½ oz. crushed pineapple or syrup
*1 soda spoon whipped cream
2 generous dippers Sealtest vanilla ice cream
Carbonated water

Chocolate-Pineapple Ice Cream Soda

1½ oz. crushed pineapple or syrup
*1 soda spoon whipped cream
2 generous dippers Sealtest chocolate ice cream
Carbonated water

Cherry Ice Cream Soda

1½ oz. cherry syrup
*1 soda spoon whipped cream
2 generous dippers Sealtest vanilla or cherry ice cream
Carbonated water

Coffee Ice Cream Soda

1½ oz. coffee syrup
*1 soda spoon whipped cream
2 generous dippers Sealtest vanilla or chocolate ice cream
Carbonated water

Fresh Peach Ice Cream Soda

1 oz. fresh peaches grated or crushed
1 oz. simple syrup or vanilla syrup
*1 soda spoon whipped cream
2 generous dippers Sealtest peach or vanilla ice cream
Carbonated water

Maple Ice Cream Soda

1½ oz. maple flavored syrup
*1 soda spoon whipped cream
2 generous dippers Sealtest chocolate or vanilla ice cream
Carbonated water

Mocha Ice Cream Soda

1 oz. chocolate syrup
½ oz. coffee syrup
*1 soda spoon whipped cream
2 generous dippers Sealtest chocolate or vanilla ice cream
Carbonated water

Orange Ice Cream Soda

1½ oz. orange syrup
*1 soda spoon whipped cream
2 generous dippers Sealtest vanilla ice cream
Carbonated water

Raspberry Ice Cream Soda

1½ oz. crushed raspberries or syrup
*1 soda spoon whipped cream
2 generous dippers Sealtest vanilla or raspberry ice cream
Carbonated water

Black Cow

1 oz. quality root beer syrup
*1 soda spoon whipped cream
2 generous dippers Sealtest vanilla or chocolate ice cream
Carbonated water

Sodas

Soda a la King

Regular ice cream soda topped with powdered malted milk. Serve with a pretzel.

Pan American Soda

¾ oz. crushed pineapple
¾ oz. crushed cherries
*1 soda spoon whipped cream
2 generous dippers Sealtest strawberry ice cream
Carbonated water

Honey-Coffee Soda

½ oz. honey
1 oz. coffee syrup
*1 soda spoon whipped cream
2 generous dippers Sealtest ice cream
Carbonated water

Glamour Soda

¾ oz. strawberry fruit
*1 soda spoon whipped cream
2 generous dippers Sealtest ice cream
Carbonated water
¾ oz. strawberry fruit on top

Banana Smoothie

Spoon-mash a half banana in whipped cream
2 generous dippers Sealtest ice cream
Carbonated water

Brownie Soda

1½ oz. vanilla syrup
*1 soda spoon whipped cream
2 generous dippers Sealtest ice cream
Carbonated water
Ground cinnamon sprinkled over top

Butter Pecan Ice Cream Soda

1½ oz. maple-flavored syrup
*1 soda spoon whipped cream
2 generous dippers Sealtest Butter Pecan ice cream
Carbonated water

Choco-Mint Soda

2 drops peppermint extract
*1 soda spoon whipped cream
2 generous dippers Sealtest vanilla or chocolate ice cream
Carbonated water

Note: Place 2 drops of peppermint into glass—then proceed with soda in usual manner.

Purple Cow

1½ oz. sweetened grape juice
*1 soda spoon whipped cream
2 generous dippers Sealtest vanilla ice cream
Ginger ale

Black-Strap Soda

1 oz. molasses
*1 soda spoon whipped cream
2 generous dippers Sealtest vanilla ice cream
Carbonated water

Boardwalk Ice Cream Soda

1½ oz. ginger syrup
*1 soda spoon whipped cream
2 generous dippers Sealtest chocolate ice cream
carbonated water

Nor'Wester

1½ oz. apple syrup
*1 soda spoon whipped cream
2 generous dippers Sealtest strawberry ice cream
Carbonated water

SHERBET SODAS

Deep Purple Float

2 oz. sweetened grape juice
1 soda spoon vanilla ice cream
2 generous dippers Sealtest lime ice or sherbet
Carbonated water

Golden Orange Soda

1½ oz. lemon syrup
1 soda spoon vanilla ice cream
2 generous dippers Sealtest orange ice or sherbet
Carbonated water

Lemon Dew Soda

1 oz. simple syrup
½ oz. fresh lemon juice or syrup
1 soda spoon vanilla ice cream
2 generous dippers Sealtest lemon ice or sherbet
Carbonated water
Mint sprig for garnish

Persian Freeze

1 oz. simple syrup
Juice of ½ lime
2 generous dippers Sealtest lime ice or sherbet
2 oz. carbonated water

Root Beer Cooler

1½ oz. Root Beer
1 soda spoon vanilla ice cream
2 generous dippers of Sealtest orange ice or sherbet
Carbonated water

Tamiami Special

1½ oz. orange syrup
1 soda spoon vanilla ice cream
2 generous dippers Sealtest raspberry fruit ice or sherbet
Carbonated water

Klondike Cooler

1½ oz. strawberry syrup
1 soda spoon vanilla ice cream
2 generous dippers Sealtest orange fruit ice or sherbet
Carbonated water

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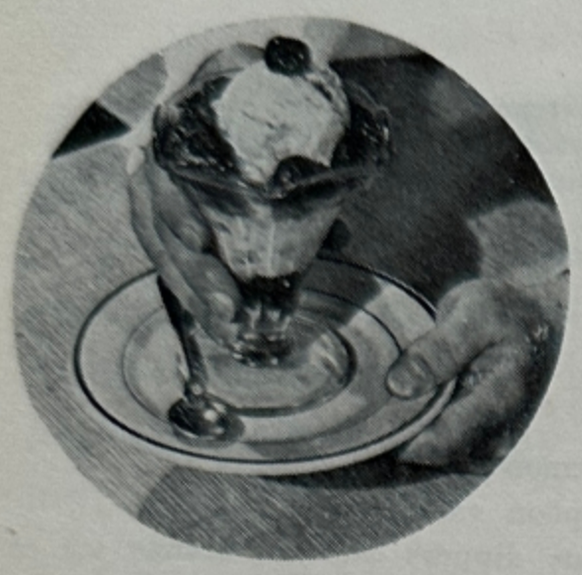
* ***½ oz. fluid cream or vanilla ice cream may be substituted for whipped cream in these formulas when whipping cream is not available. Whipped cream is generally considered by experienced fountain operators to produce a smoother and more full-bodied drink in these formulas. Before preparing these sodas refer to step-by-step soda instructions outlined on page 25.***

ICE CREAM SUNDAE RECIPES

HOW the ice cream sundae was originated is wrapped in history. It is said to have been devised because of New England blue laws banning the sale of all kinds of soft beverages on Sunday. According to legend an enterprising confectioner merely omitted the carbonated water from the soda, dressed up the ice cream with a sauce, and complied with the anti-beverage law. The name "Sundae" was attached to this palatable combination and it has established its fame on all days of the week.



Sealtest is listing the best standard ice cream sundae sellers of today. Along with several old time favorites that remain constantly in demand are a number of new combinations devised at the model soda fountain in the Sealtest Laboratory Kitchen. Names may vary with your locality—but the recipes are generally the same with slight variations, depending on the practices of your particular establishment. See page 26 for the proper steps in assembling an ice cream sundae.

Double-Chocolate Nut Sundae

1½ oz. chocolate syrup
2 generous dippers Sealtest chocolate ice cream
*Whipped cream
Chopped nuts or salted peanuts

Black & White Sundae

1½ oz. chocolate syrup
2 generous dippers Sealtest Vanilla ice cream
*Whipped cream or marshmallow
Nuts or cherry for garnish

Chocolate Cocoanut Sundae

1½ oz. chocolate syrup
2 generous dippers Sealtest Vanilla ice cream
Marshmallow topping
Toasted cocoanut

Chocolate-Pineapple Sundae

1½ oz. crushed pineapple
2 generous dippers Sealtest chocolate ice cream
*Whipped cream
Chopped nuts

Chocolate Fudge Nut Sundae

½ oz. chocolate syrup
1 ladle, hot or cold, chocolate fudge
2 generous dippers Sealtest vanilla, chocolate or nut ice cream
*Whipped cream
Chopped nuts, pecan halves or salted peanuts

Chocolate Marshmallow Sundae

½ ladle marshmallow (bottom of dish)
2 generous dippers Sealtest chocolate ice cream
1½ oz. chocolate syrup
½ ladle marshmallow topping

Cherry Banana Split

Medium sized banana, sliced lengthwise
**2 generous dippers Sealtest ice cream
Choice of two fruits or flavors
*Whipped cream
Cherry-pineapple cube or chopped nuts

Method: Place two portions of banana, flat side up in dish. Either half or whole of banana can be used. On top of banana place two generous dippers of Sealtest ice cream. Cover ice cream with choice of two fruits or flavors — pineapple and strawberry is frequently used. Top with whipped cream or marshmallow. Garnish with a cherry or pineapple cube, or chopped nuts, etc.

***** Any flavor of ice cream requested may be used. Three dippers of ice cream are sometimes served on a banana split —depending on selling price.***

Butterscotch Nut Sundae

1½ oz. hot or cold butterscotch
2 generous dippers Sealtest vanilla or chocolate ice cream
*Whipped cream
Chopped nuts

Cherry Ice Cream Sundae

½ oz. cherry syrup
2 generous dippers Sealtest vanilla ice cream
Ladle crushed cherries
*Whipped cream or marshmallow
Whole cherry

Fresh Peach Sundae

1½ oz. fresh, crushed or sliced peaches
2 generous dippers Sealtest peach or vanilla ice cream
*Whipped cream
Sliced peach or cherry for garnish

Fruit Cocktail Sundae

1½ oz. fruit cocktail diced
2 generous dippers Sealtest vanilla or fruit ice cream
*Whipped cream or marshmallow
Cherry

Maple Pecan Sundae

1½ oz. maple flavored syrup
2 generous dippers Sealtest vanilla ice cream
*Whipped cream
Coarsely chopped pecans

Pineapple Sundae

1½ oz. crushed pineapple
2 generous dippers Sealtest vanilla ice cream
*Whipped cream or marshmallow
Cherry or pineapple cube garnish

Strawberry Sundae

1½ oz. crushed strawberries
2 generous dippers Sealtest strawberry or vanilla ice cream
*Whipped cream or marshmallow
Cherry or fresh strawberry garnish

Sunbeam Sundae

1½ oz. cherry syrup
2 generous dippers Sealtest orange ice or sherbet
Orange segment for garnish

Raspberry Glory

1 oz. crushed pineapple
2 generous dippers Sealtest raspberry ice or sherbet
Marshmallow square for garnish

(*Where whipped cream is specified—marshmallow can be substituted)

Sundaes

Peanut Fudge Sundae

***1½ oz. peanut fudge sauce
2 generous dippers Sealtest vanilla or chocolate ice cream
*Whipped cream
Salted peanuts or chopped nuts

*** ***Peanut fudge sauce is made by combining two parts chocolate syrup—one part peanut butter. Blend to a fudge consistency on mixer.***

Topsy

2 generous dippers Sealtest chocolate ice cream
Banana slices
1½ oz. chocolate syrup
Whipped cream
Cherry

Pineapple Skyscraper

1 oz. crushed strawberries
1 generous dipper Sealtest vanilla ice cream
1 generous dipper Sealtest strawberry ice cream
Pineapple spears
Whipped cream
Cherry

Co-ed Special

1½ oz. chocolate fudge sauce
2 generous dippers Sealtest vanilla ice cream
Banana slices
Stem burgundy cherry

Hot Fudge Raisin

1½ oz. fudge-raisin sauce
2 generous dippers Sealtest vanilla ice cream
Whipped cream
Cherry

(Fudge raisin sauce: 1 cup fudge and 1/3 cup seedless raisins. Keep in fudge warmer).

Razz-ban Sundae

1 oz. crushed raspberries
2 generous dippers Sealtest vanilla ice cream
Banana slices
Whipped cream and whole raspberry

Red House Sundae

1½ oz. currant jelly
2 generous dippers Sealtest vanilla ice cream
Whipped cream
Cherry

Dusty Roads Sundae

1½ oz. chocolate syrup
2 generous dippers Sealtest vanilla ice cream
Sifted malted milk over the top
Cherry

Mint-fudge Sundae

½ oz. chocolate syrup
1 generous dipper Sealtest vanilla ice cream
1 generous dipper Sealtest chocolate ice cream
1 oz. fudge sauce
Ground peppermint candy or mint stick pieces

Tin Roof

1½ oz. chocolate syrup
2 generous dippers Sealtest vanilla ice cream
Roasted peanuts
Marshmallow

American Sundae

1½ oz. crushed strawberries
1 generous dipper Sealtest vanilla ice cream
1 generous dipper Sealtest chocolate ice cream
Blue pineapple cubes
Whipped cream
Miniature American flag

(Pineapple can be tinted by adding vegetable dye).

Red and White Sundae

2 generous dippers Sealtest vanilla ice cream
1 oz. chopped cherries
Shredded cocoanut

Midnight Sun

2 generous dippers Sealtest vanilla ice cream
1½ oz. strawberry fruit
Wafered bananas

Nabisco Sundae

2 generous dippers Sealtest chocolate ice cream
1 oz. marshmallow sauce
Stand nabiscos around edge of tulip glass
Cherry

Cherry Flip

½ oz. chocolate syrup in bottom of tulip dish
2 whole cherries
1 spoonful crushed nuts
2 generous dippers Sealtest vanilla ice cream
½ oz. chocolate syrup
Whipped cream
Whole cherry

FANCY DRESS SPECIALS

American Beauty

Vanilla, strawberry, and sherbet ices
Top with crushed pineapple and strawberry
Whipped cream
Cherry syrup
Cherry on each scoop of cream

(Use banana split dish).

Peach Melba

1 generous dipper Sealtest vanilla ice cream
Cover with cut peaches in one end of a split dish. In the other end a peach half filled with whipped cream and a cherry

Tahiti Special

2 generous dippers Sealtest vanilla ice cream in a split dish
Cover liberally with strawberry and pineapple fruit, sliced banana and shredded cocoanut

Brown Derby

Use individual round marshmallow filled chocolate cake topped with a generous dipper Sealtest vanilla ice cream. Cover with fudge sauce

Toasted Pound Cake

Toast a slice of plain pound cake. Top with a generous dipper Sealtest ice cream. Over this ladle fudge, or butterscotch sauce

Ice Cream Short Cake

In a sponge Mary Ann place a generous dipper Sealtest vanilla ice cream. Cover with strawberry fruit, garnish with whipped cream and a whole strawberry

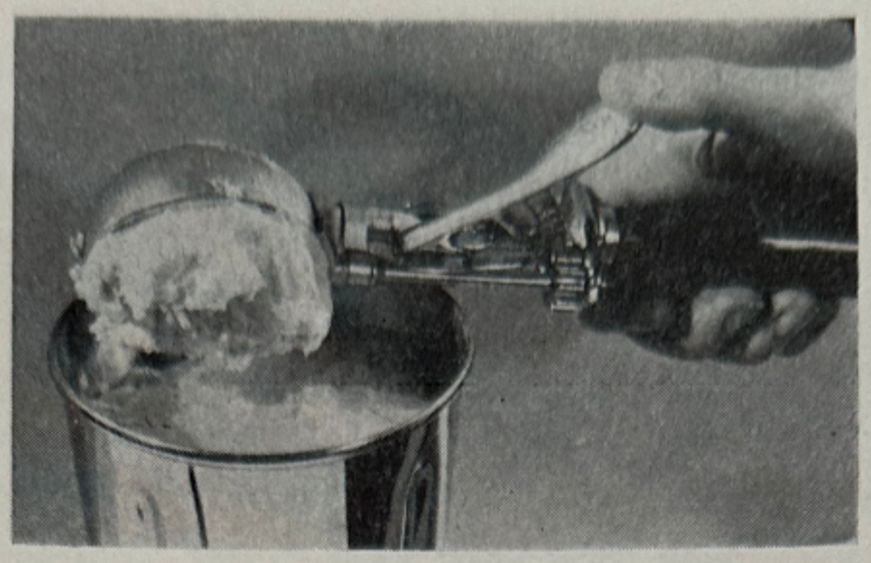
(Peach, raspberry, hot fudge short cake can be made the same way).

Fudge Puff

Halve a cream puff shell; fill with a generous dipper Sealtest vanilla ice cream; cover with fudge or crushed fruit and top with whipped cream

(Puff Shells can be obtained from any bakery. They can be heated for a new twist).

MIXED MILK DRINKS



Campus Malted

*Cold milk
1 oz. chocolate syrup
2 generous dippers Sealtest orange ice or sherbet
2 rounded soda spoons malted milk
Mix for 1 minute

Egg Malted

*Cold milk
1½ oz. any flavor
2 generous dippers Sealtest ice cream
2 soda spoons malted milk
1 fresh egg
Mix for 1 minute

Flavored Milk

Into a malted milk glass draw 1½ oz. of any flavored syrup. Fill glass with cold milk. Stir and serve. This drink can also be quickly made on electric mixer.

Milk Shake

Into a mixing cup place 1½ oz. of flavor. Add 2 dippers Sealtest ice cream and 6 to 8 oz. cold milk. Mix for 1 minute. Serve same as malted milk

Keystone State Milk Shake

5 oz. cold milk
(homogenized recommended)
1½ oz. chocolate syrup
1 soda spoon malted milk

Cut with spade (not dipper) 6 to 8 oz. of Sealtest ice cream. 4 to 5 slices thinly cut rather than 1 large piece permits better mixing.

Method: Place above in mixing cup and allow to remain on mixer just long enough to produce a heavy slush-like liquid. This is the real feature of the drink. If a two-speed mixer is available, start at low speed, change to high and back to low. Repeat different speeds several times to better break up large ice cream slices. Serve in thin-walled 10 oz. glass. Fill glass about ¾ of an inch from top

Serve drink at customer's left—shaker cup with balance of drink to customer's right. Straws are unnecessary with this heavy drink —best consumed directly from glass

This drink commands a higher price in those fountains where it is popularly featured.

Ice Cream Float

Into a soda glass draw 1½ oz. of any flavored syrup. Follow with one dipper Sealtest ice cream. Add milk until glass is full. Stir and serve.

Variation: Place milk, syrup and one dipper of ice cream in mixing cup. Place on mixer —transfer to soda glass. Float 1 dipper of Sealtest ice cream into drink

Tropical Malted Milk

1½ ounces chocolate syrup
Small banana (sliced)
*Cold milk
2 generous dippers Sealtest vanilla ice cream
½ ounce malted milk powder
Mix for 1 minute

Frosted Peppermint Flip

1 ounce vanilla syrup
½ ounce crushed after-dinner mints
*Cold milk
2 generous dippers Sealtest vanilla ice cream
Mix for 1 minute

Cherry Buttermilk

1½ ounces cherry syrup
6 ounces buttermilk
Mix for ¼ minute. Serve in 10 ounce glass

Peach Frost

1½ ounces ladle sliced fresh peaches
6 ounces milk
2 generous dippers Sealtest peach ice cream
Mix for 1 minute

Pineapple Freeze

1½ ounces crushed pineapple
2 generous dippers Sealtest ice cream (preferably pineapple)
Place on mixer for 1½ minutes. Pour into a tall glass and finish with carbonated water

Frosted Mocha Chocolate

1 ounce coffee syrup
*Cold milk
1 ounce chocolate syrup
2 generous dippers Sealtest ice cream
Mix for 1 minute

Ginger Cafe Froid

3 ounces of ginger ale
2 generous dippers Sealtest vanilla ice cream
Mix for 1 minute. Pour into a tall glass and finish with ginger ale

Chocolate Root Beer

1 ounce chocolate syrup
*Cold milk
1 ounce root beer syrup
2 generous dippers Sealtest chocolate ice cream
Mix for 1 minute.

Peanut Milk Cooler

1 ounce chocolate syrup
*Cold milk
1 heaping teaspoonful peanut butter
2 generous dippers Sealtest vanilla ice cream
Mix for 1 minute

Coffee Egg Nog

1 ounce coffee syrup
*Cold milk
2 generous dippers Sealtest ice cream (preferably coffee)
1 egg
Mix for 1 minute

Russian Chocolate

In a soda glass put ½ oz. coffee syrup and ¾ oz. chocolate syrup. Fill with sweet milk, add generous dipper chocolate ice cream. Mix, top with whipped cream and cinnamon.

* ***Four, six or eight ounces of cold milk may be used depending on customer's preference for a thin or thick drink.***

HINTS ON WHIPPING CREAM AND GARNISHINGS

CREAM to whip well must be cold and at least 24 hours old. If possible chill in the bowl to be used for whipping. Cream chilled to the freezing point will yield at least 25% more swell.

Procedure: Place pint of whipping cream in chilled bowl, and, if whipping by hand, place bowl over some cracked ice. Whip with a rotary egg beater or wire whisk that has also been previously chilled (no ice is needed for electric beater). If desired fold in 2 to 4 teaspoons sugar or simple syrup and ½ teaspoon vanilla extract. When cream stands in peaks and has reached desired firmness chill in refrigerator until needed for service. It is essential that whipped cream be kept in a cool place as it has a tendency to liquefy as it becomes warm.

Whipping Difficulties: Frequently in the warm weather fountains have trouble in having whipped cream "hold-up" for decorative purposes. Try adding a little gelatine to cream before whipping. For each pint of cream to be whipped dissolve 2 teaspoons of plain gelatine in two tablespoons of cold water and let it melt over hot water. Pour dissolved gelatine into chilled bowl of cream and whip.

Tinting Whipped Cream: Fold liquid food coloring, a few drops at a time, into the whipped cream until desired shade is reached.

WHIPPING MARSHMALLOW TOPPING

To secure the most economical, eye appealing and palatable use from marshmallow—whip it thoroughly.

Procedure: Add 6 ounces of warm water to one quart marshmallow topping. Beat until topping becomes light and fluffy. If properly whipped, marshmallow will expand and retain its volume for at least 24 hours—therefore a full day's supply can be whipped at one time.

Coffee Marshmallow Dressing: This is a heavy dressing. Whip together ½ pint of coffee syrup and 1 pint of marshmallow whip. Keep in a porcelain-lined jar.

Variation: Add ½ pint of chopped walnuts, or blanded chopped almonds, or any other kind of nut meats. Yield: two quarts.

Marshmallow Cream Dressing: Blend thoroughly 2 parts of marshmallow and 1 part of heavy (whipping) cream. If a richer mixture is desired, use equal parts of each. Do not prepare too much in advance, as this does not keep well. The mixture should be of the consistency of whipped cream.

Variations: Add, to each portion and blend thoroughly, a little chopped nut meats. Or, any other kind of dried fruit, as apple, apricots, figs, dates, etc., alone or combined. Fresh crushed fruits may be used, if desired, instead of dried fruits.

Minted Marshmallow Dressing: Flavor a pint of marshmallow cream dressing with mint syrup to taste and tint with green vegetable coloring.

Chocolate Marshmallow Dressing: Mix equal parts of chocolate syrup and marshmallow syrup. Bottle, and shake well before using.

GARNISHES FOR EYE APPEAL

Ice cream dishes, tempting and delicious, are what the customer wants. Garnishes or the decorative touch plays an important part in stimulating the appetite. A fountain sales person with any degree of originality and good taste can dress up sodas and sundaes artistically almost as fast as he can think. Here are some garnish touches to dress up your ice cream dishes and take them out of the ordinary, everyday class:

Shredded coconut—toasted
Fresh berries in season
Candied fruits—strips or cubes
Dash of grenadine
Mint sprigs
Green cherries
Currant or mint jelly
Raisins or currants
Miniature candy flags
Broken hard candies
Small candy hearts
Chocolate shot—shaved chocolate
Tokay grapes—sliced
Cluster small white grapes
Midget gum drops
Cherries—(whole, broken or pitted)
Chopped or ground nutmeats
Fruit salad
Maraschino cherries
Roasted salted peanuts
Colored candy-sprinkle
Malted milk powder
Grated orange rind
Sandwich wafers, Nabiscos

SANDWICH—SALAD

OVER 60% of customers who order food at the fountain ask for a favorite sandwich. Make sure they are prepared and served in a professional way—spread evenly to the very edge of the bread with fillings moist enough to chew easily—yet not too moist that fillings drip when the sandwich is eaten.

Sandwiches can be served hot, cold, toasted, plain; as double deckers, triple deckers, or open faced. The bread may be cut according to fancy, triangular; diagonal, quartered, cut in oblong strips or halved from the middle. See illustrations on opposite page.

Working Tools

A good sized work space will be needed where all equipment and supplies can be assembled and arranged for efficient service. Everything should be within reach. If possible, keep this a permanent working unit.

Boards—for chopping, slicing and for spreading bread.
Containers—for spreads, lettuce, mayonnaise, butter and garnishes.
Bowls—for mixing, chopping.
Tasting spoons and forks, mixing spoons and forks.
Knives—for slicing, chopping and paring.
Egg slicer, cheese slicer, shredder, grater, colander.
Ice cream scoops—to dip sandwich fillings.
Spreaders—(small or medium spatulas) . . . a separate one for each mixture.
Waxed paper—in a dispenser if possible.
Storage pans.
Plates, if needed.
Supplies for "carry out" sandwiches (napkins, paper bags, etc.)
Toaster and grille.

Some Basic Sandwich Fillings

Chicken and Celery

1 pound chopped cooked chicken or turkey (use meat from neck, wings, legs and backs)
1½ cups finely chopped celery
Mayonnaise
Salt and pepper
Celery salt
Paprika

Combine chicken and celery. Add enough mayonnaise to give a good spreading consistency. Mix well and season with salt, pepper, celery salt and paprika. Twenty sandwiches.

Sardine and Egg Salad

1½ cups boneless sardines
4 hard cooked eggs, chopped
2 to 3 tablespoons lemon juice
Mayonnaise

Crush sardines with fork. Add eggs, lemon juice and enough mayonnaise to moisten. Fifteen sandwiches.

Cottage Cheese and Olive

2 cups cottage cheese
¾ cup chopped celery
¼ cup chopped stuffed olives
Salt and pepper

Mix cheese, celery and olives. Season with salt and pepper. Ten sandwiches.

Minced Ham Spread

½ pound cooked ham
(end pieces may be used)
1¼ pounds bologna
½ cup sweet pickle relish, chopped
¾ to 1 cup finely chopped celery
Mayonnaise

Chop ham and bologna medium fine. Add relish and celery. Add enough mayonnaise to give a good spreading consistency. Mix well. Eighteen to twenty sandwiches.

Tuna Fish or Salmon

½ pound can tuna fish or salmon
¾ to 1 cup finely chopped celery
Juice of small lemon
Mayonnaise
Salt and pepper

Mince or flake tuna fish or salmon with fork. Add celery and lemon juice. Add enough mayonnaise to give a good spreading consistency. Season with salt and pepper. Eight to ten sandwiches.

Egg Salad Spread

12 hard cooked eggs
1 cup chopped celery
Mayonnaise
Salt and pepper

Chop eggs and add celery. Add mayonnaise to moisten. Season with salt and pepper. Fifteen to eighteen sandwiches.

Chicken, Egg and Olive

1 cup cubed cooked chicken
6 olives
1 green pepper, seeds removed
4 hard cooked eggs
1 tablespoon chili sauce
⅓ to ½ cup mayonnaise
Worcestershire sauce
Salt and pepper

Put chicken, olives, green pepper and eggs through food chopper. Add chili sauce, enough mayonnaise to moisten and a small amount of Worcestershire sauce. Mix well. Season with salt and pepper. Fifteen sandwiches.

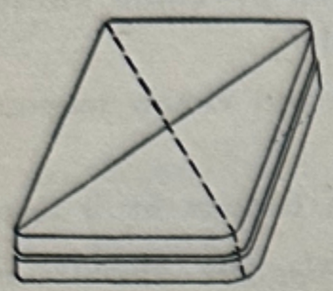
Minced Devilled Tongue

1 lb. cooked tongue
½ oz. Worcestershire sauce
2 oz. horseradish
2 oz. catsup
½ tbsp. mustard
3 oz. mayonnaise

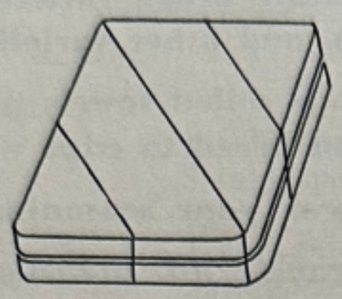
Chop cooked tongue medium fine. Mix with horseradish and catsup. Stir in mayonnaise. Add Worcestershire sauce and mix thoroughly. Use 1 scoop per portion. Twelve sandwiches.

SUGGESTIONS . . .

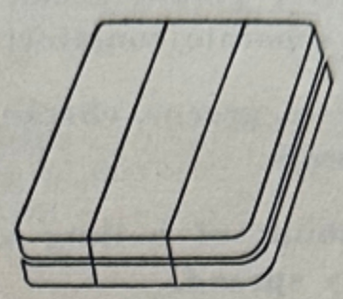
The following list of sandwich varieties suggested by the Sealtest Laboratory Kitchen offer a wide selection for the fountain sandwich maker. The majority of these sandwiches may be varied using different breads such as: rye, wholewheat, gluten, cracked wheat, nut bread and plain.



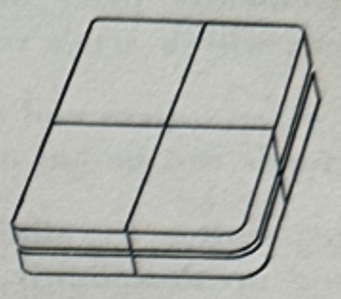
TRIANGULAR
(Halves or Quarters)



DIAGONALS



STRIPS



SQUARES

Sandwich Varieties

MEAT SANDWICHES

Roast beef
Corned beef and relish
Corned beef and tomato
Corned beef and cole slaw
Chopped corned beef and mustard
Chopped dried beef and egg
Sliced dried beef
Dried beef and cream cheese
Bacon
Bacon and tomato
Bacon and sliced egg
Bacon, peanut butter and jelly
Frankfurter and mustard
Ham and cheese
Ham and peanut butter
Ham and tomato
Ham and onion
Ham and chicken
Ham and egg salad
Minced ham and radish
Deviled ham
Deviled ham and cucumber
Lamb and mint jelly
Liverwurst and tomato
Liverwurst and cole slaw
Meat loaf
Meat loaf and relish
Meat loaf and tomato
Meat loaf and cucumber
Roast pork and tomato
Tongue and pickle
Tongue and horseradish
Tongue and cheese
Tongue and watercress

SWEET SANDWICHES

Apple butter and cottage cheese
Apricot and cocoanut
Date or fig and nut
Marmalade
Marmalade and cream cheese
Peanut butter and jelly
Prune and cottage cheese
Prune and nut
Raisin and carrot
Raisin and peanut butter

CHEESE SANDWICHES

Cottage cheese on date bread
Cottage cheese and bacon
Cottage cheese and sliced tomato
Cottage cheese and sliced cucumber
Cottage cheese and jam, marmalade, guava or other jelly
Cottage cheese and pineapple
Cottage cheese and shredded carrot
Cottage cheese and olive
Cottage cheese and nut
Cream cheese and any of the combinations suggested above for cottage cheese
American cheese
American cheese and tomato
American cheese and ham
American cheese and mustard pickle
American cheese and olive
Grilled American cheese
Pimiento cheese and ham
Swiss cheese
Swiss cheese and tomato
Swiss cheese and dill pickle

CHICKEN SANDWICHES

Chicken salad
Chicken and pecan salad
Chicken and almond salad
Chicken and olive salad
Chicken salad and sliced tomato
Chicken salad and sliced ham
Chicken salad and sliced bacon
Sliced chicken
Sliced chicken and Swiss cheese
Sliced chicken and cranberry
Chicken liver and bacon

HOT SANDWICHES

Hamburger and onion
Hamburger and fried onion
Frankfurter
Baked bean
Scrambled egg
Scrambled egg and bacon
Fried egg
Grilled cheese
Grilled cheese, tomato and bacon
Sausage
Sausage and tomato

EGG SANDWICHES

Egg salad
Egg and chopped bacon salad
Egg and olive salad
Egg and ham salad
Sliced egg and mustard pickle
Sliced egg, ham and tomato

FISH SANDWICHES

Salmon salad and watercress
Salmon salad and tomato
Salmon and apple salad
Salmon and cucumber salad
Salmon and pickle salad
Sardine and tomato
Sardine and egg
Sardine and olive
Minced sardine and lemon
Tuna fish salad
Tuna fish and green pepper salad
Tuna fish and nut salad
Tuna fish salad and sliced tomato
Lobster salad
Lobster and olive salad
Shrimp salad
Shrimp and pickle salad
Crabmeat and egg salad
Crabmeat salad and sliced tomato

SANDWICH SERVICE POINTERS

Keep wooden spoon in each salad pan and spreader or spatula in each dish, contents of which require spreading.

Prepare all ingredients well in advance: lettuce washed thoroughly and crisped in refrigerator; tomatoes sliced, hard cooked eggs shelled.

Conveniently place all pickles, olives, potato salad, cole slaw, etc. within arm's reach. Keep in separate containers.

Use sharp knives and scissors. Chicken, greens, cheese, and many foods can be cut easily with scissors.

Soften butter by adding small amount of boiling water, whipping up thoroughly, so it is easily spread.

Ice lettuce leaves for crispness. Tomatoes, lettuce, etc., should be washed in advance and ready for service.

For double decker sandwiches, bread should be sliced ¼ in. thin. Single sandwiches ⅜ in. thick. Serve sliced meats about 1/16 in. thin.

Place wax paper between each slice of meat and cheese to prevent drying out.

Avoid over-stuffed and heaping sandwich plates.

Diversify your garnishes. Slaw, celery, pickles, olives, relish, radishes, etc., add immeasurably to eye appeal of plate.

Feature bread varieties. Rye, cracked or whole wheat, nut, raisin, and other varieties are available.

Keep soiled towels out of sight. Avoid cheap mayonnaise. Spread bread to edge with butter.

Check your seasoning of sandwich fillings by a taste test.

Arrange all utensils and materials for speedy service. Spreaders, slicers, mixing bowls, supplies for carry-out, i.e., paper bags, napkins, wax paper—all within reach.

Handle all sliced bread and sandwich materials with tongs or knives.

Scoops to dip salad and sandwich mixtures will help control portions.

SANDWICH SUPPLIES

Item	*Unit*	*Approximate Yield*
Beef, dried sliced	1 pound	20 to 25 sandwiches
Bread	2-pound loaf	35 medium slices
Butter softened	1 pound	Spreads 50 to 60 slices bread
Bacon, sliced	1 pound	25 medium strips; 1½ cups cooked and chopped
Celery	1 pound bunch	2 cups diced
Cheese, sliced	1 pound	10 to 15 slices
Cheese, cottage	1 pound	2 cups (10 sandwiches)
Cheese, cream	1 pound	2 cups (10 to 15 sandwiches)
Chicken	5-pound fowl	1 quart diced cooked chicken (25 sandwiches)
Chicken, sliced	1 pound clear meat	8 sandwiches (2 ounces each)
Dates	1 pound	50 to 60 medium (2 cups cut up)
Eggs, hard cooked	1 dozen	3½ cups chopped (12 to 15 sandwiches)
Jelly or jam	1 pint	15 to 20 sandwiches
Lettuce	1 head	15 to 20 sandwiches
Mayonnaise	1 pint	Spreads 50 slices bread
Meat, sliced thin	1 pound	8 sandwiches (2 ounces each)
Meat loaf	2-pound loaf	15 to 20 sandwiches
Nut meats	1 pound	3 to 4 cups chopped
Olives, drained	1 quart	3 to 4 cups chopped; 100 medium, 60 large
Peanut butter	1 pound	1⅔ cups (12 to 15 sandwiches)
Peppers, green	4 peppers	1 cup chopped
Pickles, drained	1 quart	3 to 3½ cups chopped; 30 medium pickles
Pimientos	1 pound	2 cups chopped
Salmon	1-pound can	2 cups flaked (15 to 20 sandwiches)
Salad mixtures	1 quart	15 sandwiches (1 No. 24 scoop each)
Tuna fish	1 pound	2 cups flaked (15 to 20 sandwiches)
Tomatoes	1 pound	4 medium (6 to 8 sandwiches)

SOME BASIC SALAD MIXTURES

Vegetable and Tuna Fish Salad

1 cup diced cooked potatoes
1 cup diced cooked carrots
1 cup finely chopped celery
1 cup cooked string beans, cut up
½ cup French dressing
1 seven-ounce can tuna fish, flaked
Salt and pepper
Shredded lettuce
Mayonnaise

Marinate potatoes, carrots, celery and string beans in the French dressing. Add tuna fish. Toss together lightly. Season with salt and pepper. Serve on mounds of shredded lettuce. Top with mayonnaise. Ten servings.

Tossed Salad

2 heads lettuce, shredded
2 bunches watercress, coarsely chopped
2 cups sliced radishes
2 teaspoons chopped chives (may be omitted)
1 tablespoon vinegar
¾ to 1 teaspoon salt
1 pint thick sour cream
1 pound cottage

Combine lettuce, watercress, radishes and chives. Mix vinegar, salt and sour cream. Add cottage cheese and mix lightly. Combine the two mixtures just before serving. Toss together lightly. Ten to twelve servings.

Stuffed Tomato Salad

12 tomatoes
Lettuce or other greens
1 pound cottage cheese
Watercress

Peel tomatoes and remove stem ends. Invert on cutting board. Cut down in six wedges, being careful not to cut through the base. Press open slightly. Place on lettuce or other greens. Fill with cottage cheese (or chicken salad, crabmeat salad or other mixture). Garnish with watercress. Serve with choice of dressings. Twelve servings.

Cauliflower, Celery and Tomato Salad

2 cups chopped celery
3 cups thinly sliced raw cauliflower
French dressing
6 tomatoes, peeled and halved crosswise
Lettuce or other greens
1 pound cottage cheese

Marinate celery and cauliflower in French dressing. Drain. Place one-half tomato on lettuce leaf. Cover with celery and cauliflower. Top with spoonful of cottage cheese. Twelve servings.

Green Salad With Cheese Dressing

5 ounces Bleu cheese
1 pint thick sour cream
Salt
2 small heads lettuce, shredded
2 small heads chicory, cut coarsely
2 bunches radishes, sliced
2 to 4 green onions, sliced

Mash cheese with fork. Add sour cream and mix well. Season with salt. Combine lettuce, chicory, radishes, onions. Combine the two mixtures just before serving. Toss together lightly. Ten to twelve servings.

Pear, Cheese and Berry Salad

12 fresh pears peeled, halved and cored
Lettuce or other greens
Salt
1 pound cottage cheese or cream cheese
Raspberries or other berries in season

Place 2 pear halves on lettuce or other greens. Sprinkle with salt. Place spoonfuls or number 30 scoops of cheese in centers of pears. Sprinkle berries over the top. Serve with choice of dressings. Twelve servings.

Sour Cream Slaw

1 tablespoon chopped pimiento
3 tablespoons chopped green pepper
½ to 1 teaspoon grated onion
1 cup thick sour cream
Salt and pepper
1 quart finely shredded cabbage, chilled
Lettuce or other greens

Combine pimiento, green pepper, onion and sour cream. Season with salt and pepper. Add cabbage. Toss together lightly. Serve on lettuce or other greens. Eight servings.

Waldorf and Cheese Salad

1 cup salad dressing
½ teaspoon salt
2 quarts diced apples
2 cups pitted dates, quartered lengthwise
2 cups cottage cheese
Lettuce or other greens

Mix the salad dressing and salt. Add the apples and mix well. (Do not peel the apples if the skin is tender.) Add the dates and cottage cheese. Toss together lightly. Serve on lettuce or other greens. Twelve servings.

Ham and Egg Salad

1½ cups boiled dressing
¼ to ½ cup mayonnaise
1½ quarts cooked ham, cut in Julienne strips
2 cups diced celery
12 hard cooked eggs, sliced
Lettuce or other greens

Blend the two dressings. Add ham and celery. Toss together lightly. Add eggs at the last, mixing gently. Serve on lettuce or other greens. Fifteen to eighteen servings.

Chicken Salad

1 quart cold cooked chicken, cubed (about 1¼ pounds)
1 quart diced celery
Salt and pepper
Mayonnaise, about 1 cup
½ cup roasted almonds or pecans (may be omitted)
Lettuce or other greens

Combine chicken and celery and season with salt and pepper. Add just enough mayonnaise to moisten and toss together lightly. If desired, add nut meats (just before serving). Serve in crisp lettuce cups or on other greens. This salad may be garnished with sliced cucumber, stuffed olives, sliced hard cooked egg or sprinkled with a few capers. Fifteen servings.

NOTE: *Allow one 4 to 5 pound fowl for each quart of cubed cooked chicken.*

SALAD—SANDWICH PLATES

Golden Fresh Fruit Salad

3 lettuce cups
3 slices cantaloupe
3 slices orange
3 slices peach
A few berries
One No. 16 scoop cottage cheese
Toasted saltines

Arrange lettuce cups on salad plate. Fill each cup with a separate fruit. Sprinkle a few berries over each. Place a scoop of cottage cheese in the center. At one side of plate place toasted saltines. One serving.

Assorted Cold Cut Plate

2 or 3 slices cold cuts
2 slices cheese
1 lettuce cup
1 No. 16 scoop potato salad
Radishes and scallions

Use any of the following cold cuts: baked, boiled or spiced ham; liverwurst; ham bologna; salami; tongue. Place on salad plate in overlapping fashion alternately with cheese slices. At the side, place a lettuce cup filled with potato salad. Garnish with radishes and scallions. One serving.

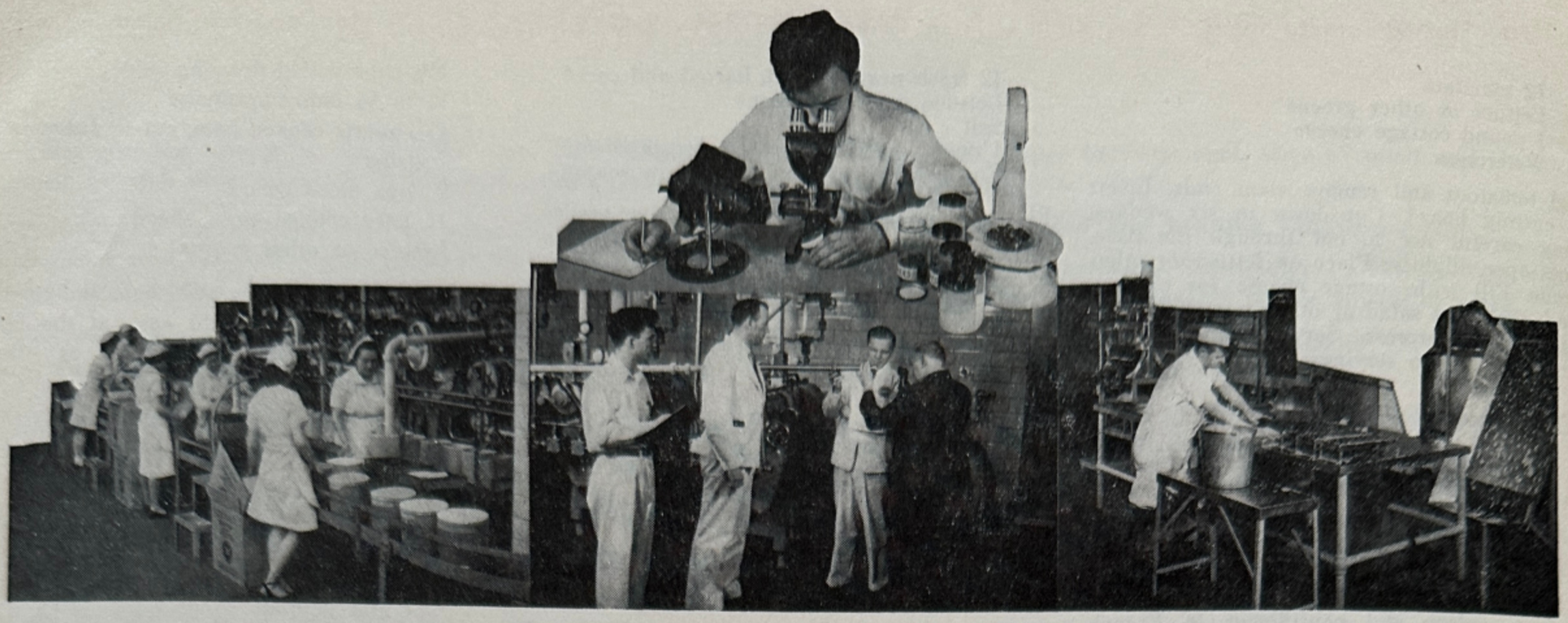
Chicken Salad Plate

2 lettuce cups
1 No. 16 scoop chicken salad (recipe page 00)
1 square tomato aspic
Potato chips
Mayonnaise

Arrange lettuce cups on salad plate. Fill one with chicken salad; the other with aspic. If desired, sprinkle sieved cooked egg yolk over the aspic. Place potato chips at the side. The mayonnaise may be served in a separate dish or in a small lettuce cup at the side of the plate. One serving.

SALAD COMBINATIONS

Apple, Coconut and Celery
Apple and Raisin or Date
Apricot and Banana
Apricot and Cottage Cheese
Asparagus and Egg
Banana and Peanut Butter or Chopped Peanuts
Banana and Pineapple
Cabbage and Pineapple
Cabbage and Tomato
Chicken and Ham
Chicken and Vegetable
Cottage Cheese, Celery and Nut
Cottage Cheese and Mixed Fruit
Cottage Cheese and Mixed Vegetables
Cottage Cheese and Peach
Cottage Cheese and Pear
Cottage Cheese and Pineapple
Cottage Cheese and Tomato
Cottage Cheese, Tomato and Cucumber
Crabmeat and Celery
Egg and Celery
Grapefruit, Orange and Grape
Grapefruit and Peach
Green Bean and Onion
Marshmallow Fruit
Mixed Vegetables
Orange and Date
Pear, Orange and Date
Prunes Stuffed with Cottage Cheese
Salmon and Cucumber
Salmon and Egg
Sardine, Celery and Egg
Shrimp and Celery
Sour Cream Cole Slaw and Sliced Egg
Sour Cream Potato
Sour Cream Waldorf
Stuffed Egg and Tomato
Tomato Stuffed with Chicken Salad
Tomato Stuffed with Cottage or Cream Cheese
Tomato Stuffed with Ham and Celery Salad
Tomato Stuffed with Mixed Vegetable Salad
Tomato Stuffed with Sour Cream Cole Slaw
Tomato Stuffed with Sour Cream Potato Salad
Tomato Stuffed with Tuna Fish Salad
Tongue and Potato
Tuna Fish and Pickle



SEALTEST...

The Measure of Quality!

THE name Sealtest and the familiar red-and-white symbol represents a great deal more than a brand name on ice cream and dairy products. To millions of people it signifies the measure of quality-food products that are tops in taste, in purity, in wholesomeness and deliciousness—products that are produced under the highest sanitary standards.

Sealtest and Science

Back of the famous Sealtest name is the far-flung National Dairy network of allied plant laboratories and dairy scientists drawing constantly upon the experience of each other and working vigilantly and unceasingly to assure Mr. and Mrs. America and their families of topflight quality products—day in and day out.

Here's how this fine type of scientific care and protection of quality works. In each plant producing and selling Sealtest, product-quality is controlled from the start. All raw materials, processing equipment, and handling operations—anything that can have a direct effect on the finished product is thoroughly checked by trained technical men and women.

Rigid Quality Standards

Sealtest supervision and inspection follow the products all the way through to the processing plant and right down the line until the product is ready for the consumer. Standards governing all Sealtest products have been established and each step in manufacturing and distribution come under the most painstaking and penetrating inspection.

And these standards are strictly followed in every direction—flavor, texture, cleanliness, color, refrigeration, appearance of product, type of equipment—to mention just a few of the more important items. All Sealtest plant activities are checked and double-checked by trained crews to insure the most scrupulous housekeeping, highest quality maintenance, immaculately clean surroundings and proper sanitary working methods.

Out In Front!

Is it any wonder then that the public looks to Sealtest ice cream and other Sealtest products as the measure of quality? Sealtest purity, wholesomeness and deliciousness have placed this great brand name far out in front of the parade from competitive brands.

Sealtest Extras Make the Difference

Yes, one of the chief aims of Sealtest is to provide you and your customers with all the *EXTRAS* possible. It is the Sealtest extras that make the difference—*extra quality, extra scientific research, extra cleanliness, extra protection.* That this policy is sound is certainly proved by the national good will and leadership that Sealtest holds in the ice cream world.

Still another phase of this Sealtest program of extras

other than its rigid scientific control of quality is the Sealtest Laboratory Kitchen at 230 Park Avenue, New York City.

Here is one of the most modern, experimental kitchens in the country, staffed by trained and experienced home economic and nutritional experts.

Modern tested recipes and balanced menus and a steady stream of educational material in the form of leaflets, folders, and booklets are sent out regularly by the Sealtest Kitchen to many families in your neighborhood, schools, teachers, dieticians and food editors.

Sealtest—And You!

Another very human and practical side of Sealtest is its Dealer Merchandising Service which is designed to help make your job at the fountain much easier. This Dealer Service takes many forms such as this complete and professional soda fountain guide with its thousand and one pointers on proper fountain operation; the monthly publication "Sealtest Scoop" with its valuable suggestions to keep you abreast of the latest practices in fountain merchandising; sound-slide films to help you quickly master some of the difficult techniques in fountain preparation, selling and service.

At Your Service!

And always ready to lend a helping hand is your own Sealtest Salesman whose continuing job is to provide you with timely information on up-to-the-minute fountain methods that will fit in with your particular soda fountain, your locality and your customers. He's at your service!

Sealtest Promotions Simplify Your Job!

In addition you will find that Sealtest has made history in developing new products, new packages, new flavor ideas such as the widely popular Ice Cream Flavors—of the Month; Desserts-of-the-Month, monthly fountain specials, and many other outstanding contributions in the dairy industry. And all of this backed up by forceful, consistent advertising in national publications, radio, window and backbar displays simplifies your job of selling.

Practical Assistance

Yes, Sealtest is a real plus factor on your job. Through its fine scientific protection it assures your customers of security in buying what they want their families to have, quality products that you can serve with pride; the Sealtest Kitchen operated for the benefit of our dealers and customers—a ready source of practical menus and recipes for the luncheonette end of your business; the Sealtest Dealer Service—with its tested advice and practical assistance on your fountain problems; powerful advertising that builds a strong following for your store.

Customer Impression Depends on You

However, resting upon you as a salesperson is the final verdict of the public since you play the most important part in the industry—direct, everyday contact with the customer.

In Your Hands!

You can readily see where all the quality and care exercised by Sealtest in its product manufacture can be jeopardized unless you observe correct ice cream handling practices and cleanliness, accurate measuring, proper service, and follow the right steps in assembling sundaes, sodas and mixed milk drinks. It's your skill that counts—and in Sealtest you will find products worthy of your skill that will help you attain perfection in your craft. But, the main job of customer satisfaction is in your hands!

The Sealtest Laboratory Kitchen—one of the most modern experimental kitchens in the country. A ready source of help

ICE CREAM—A BASIC FOOD

SEALTEST ice cream is both a delicious and nutritious food. Eighty per cent of ice cream, by weight, is milk and cream plus other important ingredients such as eggs, sugar and flavorings, nuts and fruits.

And milk as even youngsters have been trained to know is the most nearly complete food with no equal in the nutritional field. Have you ever weighed the real-health benefits to be derived from milk and products derived from milk. It fulfills certain basic needs of the human body for minerals, proteins, carbohydrates and fats all necessary for proper growth and body function. In addition milk as does ice cream contains Vitamin A and G. Vitamin C and Vitamin D and small amounts of Vitamin B_1. These vitamins are accessory food factors and are necessary for normal health, growth and reproduction.

Contains Essential Minerals

Milk is especially rich in minerals, particularly calcium and phosphorous—and minerals as you know are essential elements to build bones, teeth, aid digestion and even control such vital functions as the heart beat. Just by way of comparison—a single quart of milk contains calcium that is equal to 3-1/5 lbs. of celery or 29 lbs. of potatoes or 28 oranges, or 21 lbs. of lean meat.

These same bone and tooth building minerals are present in ice cream plus the other vital ingredients of milk but in different proportion. One serving of ice cream furnishes three-fourths as much of the protein material as does one full cup of milk. These proteins in the human body end up in muscles, tissues, skin, hair and blood.

The carbohydrates and milk fat supplied by ice cream provides energy and helps to maintain body temperature. This milkfat (butterfat) is easily digested due to its low melting point and the fact that the fat has been finely broken up and distributed through the product by homogenization. And there is recent evidence to indicate that this butterfat is nutritionally superior to most other fats.

Good and Safe Food For All

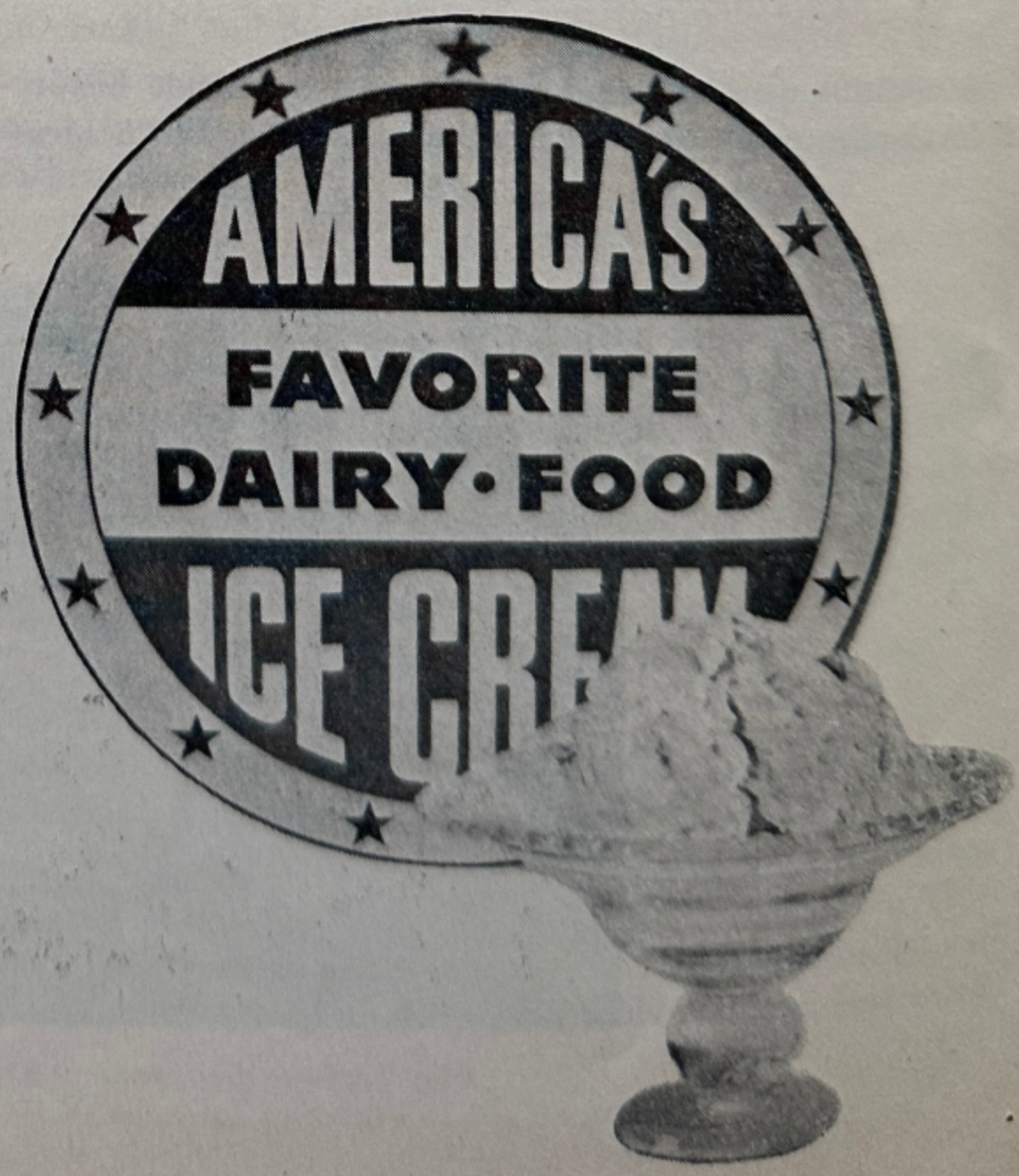
In addition to being a nourishing food, ice cream is also relatively low in calories compared with many of America's other popular foods. Ice cream is a good choice for those people who are unable to add highly fattening foods to their daily diets. A normal serving of ice cream for example is less fattening than an individual portion of apple pie, angel food cake, lemon meringue pie, or oatmeal cookies. Ice cream is also a good and safe food for small children and convalescents.

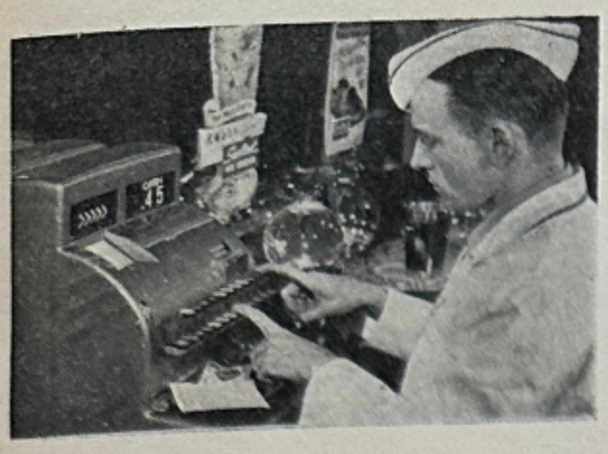
Ice cream has ceased to be regarded as chiefly a pleasant dessert and is now recognized by leading food and Government nutrition authorities as one of the 7 basic foods along with other dairy products. It is milk in a concentrated form. It is a product of the sun and soil—dairy farms, orchards and vines, manufactured under the most rigid sanitary and health requirements.

Americans Biggest Customers

Yes, everybody likes ice cream! The past years have seen a tremendous increase in public demand for this valuable and delicious food. More ice cream is eaten in America than in any other country in the world. Over 500 million gallons are consumed annually and annual production is expected to reach a billion gallons in the next few years. Ice cream is a product of the dairy industry—the largest single peacetime industry in the world.

And your fountain is one of the important places where this food can be obtained every day in the year in every State of the U. S. A. You can see the vital place that you and your fountain play in the distribution of this important health food.





CASH HANDLING

COLLECTING payment for the meal or beverage is the final item of fountain food service. Experience shows that the largest number of money losses at the fountain are traceable to "careless handling of cash", "mistakes in making change", and hurriedly "issuing short checks".

Your manager will usually give you specific instructions for the operation of the store's cash register or information on the handling of soda fountain checks. Follow your establishment's own rules so that your fountain is not deprived of its full income.

Some of the important but general cash handling practices under which most fountain personnel work when on fountain duty are:

CASH REGISTER OPERATION

Keep your register drawer closed at all times, except when recording a sale.

Register immediately the full amount of each cash sale, and deposit at once all money in the register drawer, except in cases where change is to be made out of a bill of $5 or denominations higher than $5. In such an instance, the bill is to be laid on the slab of the cash register until the change has been made from the register drawer, after which the bill is to be deposited in the drawer, and the drawer closed.

Always call back the amount of the sale, as well as the amount tendered. For instance: If you make a 20¢ sale and the customer tenders $1.00, say audibly, so that the customer can hear: "20¢ out of $1."

Do not split sales. Always register the total amount of each transaction as one sale. For example, if a customer purchases at one time two items at 25¢ each, register the transaction as one 50¢ sale.

When making change, carefully count it when taking it from the cash register. Recount it aloud into the customer's hand, starting with the amount of the sale. For example, if the sale were 20¢ and $1.00 were given, say "20 and 5 is 25 and 25 is 50 and 50 is $1.00."

Do not combine sales. Don't ring up sales made to two or more different customers as one transaction. If through an error you make an "over-ring," never attempt to balance this "over-ring" by making an "under-ring" on a following sale. Likewise, if you "under-ring" through an error, do not attempt to make this up by "over-ringing" on the next sale.

When you make an error in ringing up a sale, call the person in charge and secure an error slip.

If a cash register gets out of order, report the matter at once. While the register is out of order, an accurate written record should be kept of every sale. Under no circumstances hang signs or pile merchandise in such manner as to obstruct the view of the dial.

Do not make any "paid-outs" from the cash register unless authorized. Make a written record of any money withdrawn for any purpose.

When large amounts of money are handed you— play safe and call your manager to make the change.

HANDLING SODA FOUNTAIN CHECKS

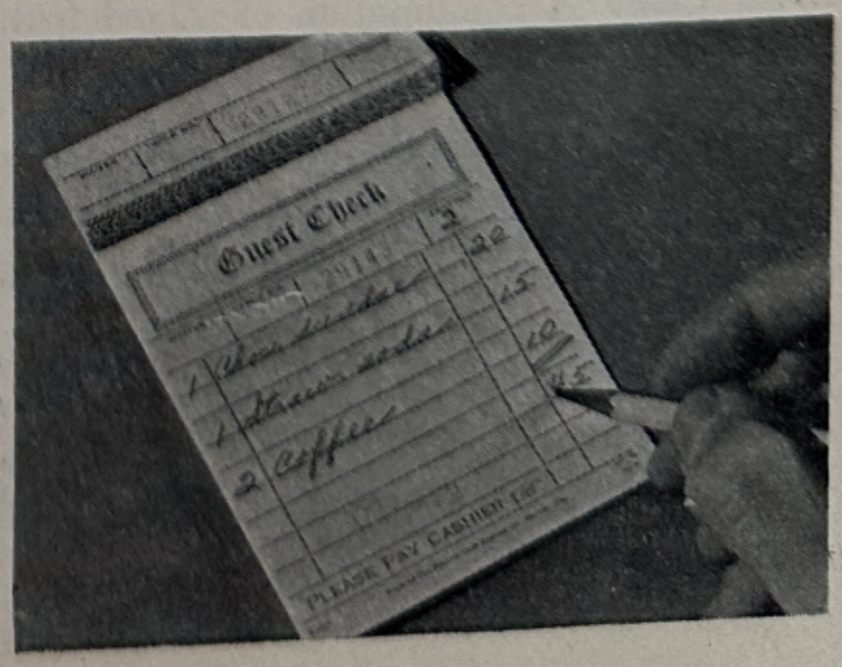
Fill out or punch a check for each and every customer you wait on, even if the order is only a 5-cent drink.

Usual practice on written checks is to put your identification number or initials in the space where it says "waiter," or salesperson.

Many fountains crease edge of check so that a corner of it stands up. These "flags" indicate to you or other salespeople that the check has not been paid. Don't depend on your memory to check soiled dishes to determine amount of check or the customer to mention all his purchases.

After customer pays, tear off the check and place on spindle or where instructed and ring up the total amount of the sale.

When in doubt as to the price of any item, check your menu or ask your soda manager. Don't guess! Many customers will immediately pay the money due as soon as you make out your check. Collect this money as soon as you see it, and ring it up at once.



When customer is finished ordering, you then total the full amount of the sale, plus the amount of sales tax, if any. List all items — don't trust to memory!

KNOW THE LANGUAGE

A la Carte: Service in which each item is ordered and priced separately.

Carbonator: A mechanical unit which mixes under pressure plain water with carbonic gas to produce soda water. (See further information page 19.)

Compressor: An electrically operated unit which refrigerates or cools the soda fountain system, ice cream cabinets, and carbonated water section.

Condiment: A spicy seasoning, i.e., mustard, horseradish, meat sauce, relishes.

Entree: The main dish of a meal.

Fizzes: A carbonated, fruit flavored drink to which is added lemon juice and powdered sugar.

Flips: A foamy, rich drink made with several syrups, fresh egg, cracked ice, phospate, shaken or mixed vigorously and filled with carbonated water.

Frappe: Usually ice cream served in a parfait or sherbet glass and topped with whipped cream forced through a pastry bag and garnished with nuts or fruits.

Fruit-Ades: Sweetened juice drinks of either grapefruit, lemon, lime, orange, and various berries combined with carbonated or plain water.

Fruit Cup: A combination of mixed fruits either canned or fresh.

Garnish: Any colorful or attractive decoration, usually edible to add eye appeal to fountain dishes, i.e. cherries, nuts, candied fruit, chocolate shot. (See page 35.)

Ice Cream Sodas: A skillfully blended combination of crushed fruits or syrup, whipped or table cream, ice cream and carbonated water. (For Sodas—The Sealtest Way follow instructions page 25.)

Malted Milk: A powdered preparation of cow's milk, ground barley malt and wheat flour—rich in dextrin.

INDEX

What's Ahead for You! 1
Your Best Foot Forward! 2
Your's is a Big Part! 3, 4
Day-to-Day Sparkle 5
Your Customer—Your Guest! 6, 7
Selling—Your Main Job! 8, 9
A Day-to-Day Schedule 10-12
Good Fountainkeeping 13-15
Fountain Equipment Care 16-18
Carbonation Commandments 19
Safety First Rules 20
Handling Supplies 21
Design for Dipping 22-24
Ice Cream Soda Procedure 25
Sundae Making 26
Mixed Milk Drinks 27
Basic Fruits and Syrups 28, 29
Soda Fountain Recipes
Sodas, Sundaes and Mixed Drinks 30-34
Whipping Cream—Garnishes 35
Sandwiches—Salads 36-39
Sealtest—The Measure of Quality 40-41
Ice Cream—A Basic Food 42
Cash Handling 43
Language of the Trade 44

Menu: The bill of fare, or dishes included in it. The fountain's newspaper—study and know it thoroughly.

Marinate: To pickle or salt and preserve in oil or vinegar; or seasoned in French Dressing.

Parfait: French for "perfect". A combination of ice cream, whipped cream, selected syrups, fruits or berries mixed rapidly with a spoon. Served in parfait glass topped with whipped cream forced through pastry bag and garnished.

Phosphates: A flavored carbonated beverage in which phosphate has been added. (See instructions page 29.)

Purée: A strained thick soup. Also a food forced through a sieve or collander.

Simple Syrup: A plain syrup made with refined sugar and hot or cold water. (See formulas page 28.) Used for thinning heavy syrups, combining with extracts and as a sweetening agent for a number of items at the fountain.

Sundae: An ice cream dish with a dressing of crushed fruits, or syrups, or both, topped with whipped cream, marshmallow, or other dressing and attractively garnished.

Table d' hote: A complete meal service at a fixed price.

FOR YOUR OWN NOTES AND RECIPES

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NATIONAL DAIRY

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